AppMachine
THE NEXT STEP IN APP BUILDING

APPMACHINE PRIVACY AND COOKIE STATEMENT

Version 3.0, June 19, 2017

The privacy of all of our Users is very important to AppMachine. When you, as a User, use the Service we process your Personal Data. This Privacy and Cookie Statement describes how AppMachine safeguards and processes your Personal Data. This Privacy and Cookie Statement not only applies to www.appmachine.com, but also to all its subdomains (e.g. .design.appmachine.com). We recommend you to read it carefully. Words in this Privacy and Cookie Statement that are capitalized are defined in AppMachine's Terms & Conditions, which you can print and download here http://www.appmachine.com/TermsOfUse.pdf.

1. Who is AppMachine
The Service and Websites of AppMachine are marketed and operated by AppMachine B.V. AppMachine is a private company with limited liability in accordance with Dutch laws, having its registered office at the Sophialaan 32, 8911 AE in Leeuwarden. You can also reach AppMachine by phone and/or email:

Tel.: +31 (0)58 700 9722
Email: support@appmachine.com

2. What is stated in this Privacy and Cookie Statement?
AppMachine informs you in this Privacy and Cookie Statement about:

- The kinds of Personal Data processed by AppMachine by means of the Service;
- Permissions
- Cookies and similar technologies;
- The purposes for which AppMachine processes Personal Data;
- Where the Personal Data are processed;
- The security measures in place to protect Personal Data;
- AppMachine's limits of responsibility concerning third parties;
- Viewing, changing and deleting your Personal Data;
- Changes to this Privacy and Cookie Statement;
- What to do if you have any questions or remarks.

3. The kinds of Personal Data processed by AppMachine

A. **Essential Personal Data to create your Account**

When you create an Account, you have to provide some Personal Data. When registering, AppMachine asks you to provide your email address, your full name and optionally your phone number. AppMachine stores these Personal Data as well as other Personal Data provided by you when you use the Service.

B. **Personal Data by using our Service**

In order to use our Service, you have to provide additional Personal Data. This information will not go public through the Service. You can also provide your financial information to AppMachine and third parties, such as your financial information to make payments. All credit card details you fill in while using our Service will under no circumstances be processed or stored by AppMachine. All processing of this information will be handled by the payment provider.

As a regular user the following information about you will be stored in our databases:
- your name;
- your email address;
- if you are a company:
o invoice details
o company's address details
- telephone number
- password (encrypted)

You may also decide to become an AppMachine Reseller. In that case you are able to create CMS users accounts for your clients. We store:
- username
  - password
  - email
  - phone number (optional)
  - age (optional)
  - gender (optional)

When using the AppMachine Publishing Service we need and store your App store (Apple and Google) developer account credentials.

By using the Service you can also provide other Personal Data to AppMachine and third parties, such as Personal Data for inclusion in or to be processed within the App. AppMachine is not the controller of these Personal Data, but a processor..

C. **Automatically generated information of you and your users**

Like most other websites and online services, AppMachine gathers and processes automatically generated information about how you use the Service. The information gathered includes your IP-address and/or an unique device ID.

This also occurs with regard to the automatically generated information about how your users of the App use your App, if you publish your App through our Service. This kind of information helps us to better

understand how our Service is used, to inform you how your App is used, and how we can improve the Service to suit the need of our users. If you enable the user authorization features inside your app, the following additional information will be stored of your users:

• Name;
• Email address;
• Age range;
• Gender;
• Additional profile information returned by an external provider such as Facebook or LinkedIn.

To provide you with information about the usage of your app we are also collecting the following (anonymous) information:

• The moment when the user opens up your app;
• The blocks they've opened inside your app and the amount of time they've spend in this block;
• Actions such as music playback, opening urls etc.
• The moment when the user leaves the app;

Note: if the user authorization features are enabled we are able to link the anonymous information to an user once they login.

4. For what purposes does AppMachine process Personal Data?

A. Purposes
AppMachine processes Personal Data for the following purposes:

- to enable you to use the Service;
- to keep you updated with relevant information about our Service;
- to inform you about AppMachine's (other) products or services;
- to improve and/or customize the Service;
- to identity you/or customize the Service;
- to identify you and to prevent fraud;
- to provide support;
- to pass your Personal Data to third parties, if you requested us to do so or if we are legally obliged to do so.

B. Use of Personal Data by AppMachine
AppMachine will process the Personal Data you provided to enable you to create an Account and to use our Service.

AppMachine aims to keep you informed of any changes to its Services, or similar products or services. AppMachine will use your Personal Data to notify and/or email you regarding these changes, products or services. Please be aware that you will also receive emails and/or notifications from AppMachine concerning the proper functioning of your Account.

When you write to AppMachine with an enquiry, request or question, you may choose to include some Personal Data. Such communications and any additional data supplied will be stored by AppMachine. AppMachine may use your email address to reply to you and your Personal Data may also be used to help us improve or respond more effectively to your customer service requests and support needs.

C. Transmission of Personal Data to third parties
AppMachine does not sell, trade or rent your Personal Data to third parties without your prior consent. However, AppMachine can provide your Personal Data to third parties, when this is essential for providing the Service to you or for carrying out your instructions , such as for making payments by means of payment providers for Paid Services.

AppMachine may provide "aggregated anonymous data" about the usage of the Service to third parties for such purposes as well, as it deems to be appropriate. "Aggregated anonymous data" is data that cannot be traced back to you and which therefore does not count as Personal Data. For instance, AppMachine may use aggregated anonymous data to better understand how Users use the Service.

In the event that AppMachine (or any parts of it) are transferred to a third party, or that AppMachine merges with a third party, or undergoes a reorganization, your Personal Data may also be disclosed and/or transferred to that third party. This third party will have to right to continue to use Personal Data and other information that you provided to AppMachine.

AppMachine may disclose your Personal Data where it believes, in good faith, that it is necessary to comply with a court order, ongoing judicial proceeding, criminal or civil subpoena, or other legal process or request by law enforcement authorities in the Netherlands or to exercise its legal rights or defend itself against legal claims.

5. **Where are the Personal Data processed**
The Service is provided by using hosting services of Microsoft Azure, in the US Area. The Personal Data processed by AppMachine may be transferred to, and stored on, servers maintained by Microsoft Azure located in or outside a country in the European Economic Area (EEA), such as the United States of America. MS Azure states that it shall adhere to the EU-US Privacy Shield. This means that there should be an adequate level of protection for the processing of Personal Data by Microsoft Azure . You agree to this transfer and processing outside the EEA. AppMachine will take all steps reasonably necessary to ensure that your Personal Data is treated securely and in accordance with this privacy policy.
For more information about Microsoft Azure and the EU-US Privacy Shield look at
https://privacy.microsoft.com/en-us/microsoft-eu-us-privacy-shield

6. What security measures are in place to protect Personal Data?
The security of your data and that of other Users is very important to AppMachine. We have implemented technical and organizational measures to protect your Personal Data against loss or any form of unlawful processing. AppMachine implements the following measures: protection of our servers by firewalls, SSL connections and encryption of sensitive data. This list is not exhaustive.

7. Cookies

AppMachine uses cookies on their Websites. AppMachine may use both session cookies and persistent cookies to better understand how you interact with the Website, to monitor aggregate usage by our Users and web traffic routing on the Website, and to improve the Website and the Service. A session cookie enables certain features of the Website and the Service and is deleted from your computer when you disconnect from or leave the Website. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Website. Persistent cookies help our Websites to recall specific information on subsequent visits. The persistent cookies we use may for example remember your country and language preferences, both based on you IP address. Persistent cookies can be removed by following your web browser help file directions.

AppMachine does use third party tracking cookies. AppMachine uses Google Analytics, Google AdWords Diversion, Google Dynamic Remarketing, and DoubleClick, all for which cookies are placed by Google. AppMachine uses this service to get information about how visitors use the Website. Google may transfer this information to third parties if this is required by law, or where such third parties process the information on Google's behalf. We have no influence over the processing of personal data by Google. The information is transmitted to and stored by Google on servers in the United States. Google states to adhere to the Safe Harbor principles and is affiliated with the Safe Harbor program of the U.S. Department of Commerce. This means that there is an adequate level of protection for the processing of any personal data. Please read the privacy statement of Google (which may change periodically) to read what they do with your (personal) data it via these cookies.

AppMachine can also uses Mouseflow web analytics service. This service records mouse clicks, mouse movements and scrolling activity of you on our Websites. Mouseflow only collects Personal Data you voluntarily enter on our Websites. For more information about how Mouseflow uses your (personal) data, please visit their Privacy Policy here:. Mouseflow states to adhere to the Safe Harbor principles and is affiliated with the Safe Harbor program of the U.S. Department of Commerce.

Another service we use is provided by Pingdom. Thanks to Pingdom we exactly know how our Websites perform and what we can do to enhance the experience of our users. See the Privacy Policy of Pingdom for further information:

Additionally, our subdomain www.design.appmachine.com makes use of the cookie services provided by Visual Website Optimizer, NewRelic and Zopim. For more information about how your (personal) data will be processed, please click on the aforementioned names and you will be redirected to their privacy policies.

You have the right and possibility to refuse to accept cookies, although this may restrict the functionality of the Website and make our Service less User-friendly to you.

9. Permissions

In general and for specific functionality built in the App, our service ask for Permissions. These Permissions are asked from the App user when the App is downloaded from the store and / or when a specific functionality is used.

10. Limits of responsibility concerning third parties

Our Service may contain services and products offered by third parties, and/or hyperlinks to the websites or services of partners, advertisers and other third parties.

AppMachine has no control or influence over the content, websites or services of these third parties. Different privacy policies may apply to the use of third party websites and services. This Privacy and Cookie Statement only relates to Personal Data which have been obtained by AppMachine through your use of the Service for its own purposes. AppMachine does not accept any responsibility or liability for the content, practices or operation of third party websites and services.

11. Viewing and changing Personal Data

You can always view, edit or delete the Personal Data in your Account.

If you want to know what Personal Data AppMachine has stored about you, you can contact AppMachine, with reasonable frequency, by sending an email to support@appmachine.com. AppMachine will send you an overview of all your stored Personal Data within four (4) weeks.

After receipt of this overview, you may request AppMachine to correct, supplement, delete or block Personal Data that is factually incorrect, incomplete or irrelevant for the purpose of processing, or if the data is in violation of a legal provision. AppMachine will inform you within four (4) weeks whether it will comply your request.

If you wish to delete your entire Account you can do so by sending an email to support@appmachine.com.

After deleting of your Account, AppMachine may store your Personal Data and Account for a further period of time for a number of reasons, including but not limited to back-up reasons, legal obligations concerning the retention of accounting information and the prevention of malicious actions resulting from identity theft or other offences or crimes such as fraud. Deleted Personal Data and Accounts are only accessible to AppMachine and cannot be accessed by any users of the Service. All retained Personal Data continues to be subject to this Privacy and Cookie Statement.

12. **Changes to this Privacy and Cookie Statement**

AppMachine may update this Privacy and Cookie Statement at any time. AppMachine will publish any updated version of the Privacy and Cookie Statement via the Service. AppMachine encourages you to check this page from time to time to be aware of any changes to this Privacy and Cookie Statement and to stay informed about how AppMachine protects your Personal Data. You acknowledge and agree that it is your responsibility to review this Privacy and Cookie Statement periodically and familiarize yourself with any updates.

13. What to do if you have any questions or remarks

If you have any questions or remarks about AppMachine's Privacy and Cookie Statement, please contact AppMachine via the Website or by sending an email to support@appmachine.com.

This Privacy and Cookie Statement was last updated: 19th of June 2017.