

Bluepass Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from the Bluepass mobile app (the "Mobile app").

PERSONAL INFORMATION WE COLLECT

When you visit the Mobile app, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Mobile app, we collect information about the individual pages or products that you view, what Mobile apps or search terms referred you to the Mobile app, and information about how you interact with the Mobile app. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Log files" track actions occurring on the Mobile app, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

Additionally when you need to login through the Mobile app, we collect certain information from you, including your name, email address, and phone number. We refer to this information as "Login Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Login Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Login Information that we collect generally to grant you access through the Mobile app.

Additionally, we use this Login Information to:

Communicate with you;

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us improve and optimize our Mobile app (for example, by generating analytics about how our customers browse and interact with the Mobile app, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Microsoft App Center to power our mobile app development, analytics and crash reporting --you can read more about how Microsoft uses your Personal Information here: <https://privacy.microsoft.com/>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Mobile app), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information may be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you place an order through the Mobile app, we will maintain your Login Information for our records unless and until you ask us to delete this information.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at talk@azimuth.ltd or by mail using the details provided below:

Azimuth LTD

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