

Privacy Policy

Introduction

Our users' privacy is important to us. Our Privacy Policy was designed to make important disclosures about how we collect and use our users' content and information and how to use the APPLICATION to share such information.

By installing or using the BEARSAFE APPLICATION (the "App") you (the "User") are agreeing to the following Privacy Policy. Please read it carefully. If you object to any of the terms provided herein don't install or use the App. We do not knowingly collect information relating to users under the age of 13, and if we learn such information was collected by us unknowingly we will aim to delete such information promptly.

What type of information we collect?

We may collect two types of data and information from our users. The first type of information is un-identified and non-identifiable information pertaining to a user, which may be made available or gathered via the User's use of the App ("Non-personal Information"). If we combine Personal Information with Non-Personal Information, the combined information will be treated as Personal Information for as long as it remains combined. Non-personal Information which is being collected may include your aggregated usage information and technical information transmitted by your device, including certain software and hardware information about your device (e.g. the type of browser and operating system your device uses, Location Data, Geo Coding data), in order to enhance the functionality of our Service.

The second type of information is individually identifiable information, namely information that identifies an individual or may with reasonable effort identify an individual ("Personal Information"). This may include User's device persistent identifier (e.g. IMEI, MAC address, etc.), IP address, location data or any other information you voluntarily submit by your use of the App, such as email address, social network user or identification number, reports associated with your username, "home" or "work", etc. as well as store any information you provide to us in any other way (i.e. emails, App web-site posts, customer support interactions, purchase of App services or goods, etc.).

Certain App services require you to open an account, or to provide additional information, including full name and phone number, or allow generating content, such as user's profile picture, video or audio recordings of reports. Upon opening an account, you must complete the registration process by providing us with current, complete and accurate information as prompted by the applicable registration form. We will use this information to contact you, to verify your contact information, to set up a client account allowing you to access the App's services, to track App's usage and user activities in the App and to provide your report to the applicable emergency service provider. Opening an account

might also be available via using a Facebook or other third-party platform provided account supported by the App (the "Platform"). By accessing the App through a Platform, you are authorizing us to collect, store, and use in accordance with this Privacy Policy any and all information that you agreed that the Platform could provide to us in connection with the App based on your Platform settings. Your agreement takes place when you connect with the Platform account via the App. If you choose to, You can use our "Find friends" feature to find people from your contacts list who use the App. If you choose to find friends through your device's contacts list you hereby grant us the right to access your contacts list and use this information in order to determine whether or not someone in your contacts is using the App.

How may we use the information we collect?

We use and share Personal Information in the manners described in this Privacy Policy. The Personal Information will be disclosed to a third party only to the extent required for the specific purpose, as stipulated in the Privacy Policy. We require that relevant third party agree to process such information in compliance with our Privacy Policy.

We may use Personal Information to provide the services through the App, to improve and customize our App to your needs and to identify and authenticate your access to certain features of the App. We may also use the information to monitor and analyze trends, usage and activities in connection with our App.

Information Disclosure: We may transfer or disclose Personal Information to our subsidiaries, parent companies or service providers who are located in different jurisdictions across the world, for the purpose of: (a) storing or processing such information on our behalf or to assist us with our business operations and to provide and improve our App; (b) performing research, technical diagnostics, analytics or statistical purposes; or (c) referring reports to third party emergency agencies and authorities to handle reported events. We may disclose Personal Information, or any information you submitted via the App if we have a good faith belief that disclosure of such information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce our policies, including investigations of potential violations thereof; (iii) investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing, suspected fraud or security issues; (iv) to establish or exercise our rights to defend against legal claims; (v) prevent harm to the rights, property or safety of us, our users, yourself or any third party; or (vi) for the purpose of collaborating with law enforcement agencies and/or in case we find it necessary in order to enforce intellectual property or other legal rights. We and our data partners may also obtain information from other sources and combine that with information we collect through our App to identify you on other devices or browsers.

Information on Your Public Profile

Any information or content that you voluntarily disclose on your profile becomes available to the public, subject to by applicable privacy settings that you set. Anyone can see your public profile, including reports you make, users who are included in Emergency Contacts by you and the profile information you give us such as your user name and picture. We may also make this public information available through certain APPLICATION features. For example, users who are connected to you will be notified when you submit new reports. In addition, when an incident is reported we may generate a map of such reports (i.e. the “Live Map”) detailing the reports made on such incident and the locations from which they were made along with certain information from the public profile of users who made such reports.

You may limit the information we can share from your public profile, and the users with whom we can share such information through your privacy settings, as follows:

Access and change information in your profile page at any time, choose whether your profile page is available to search.

Choose to manually approve each request to Parent Connect you or be Connected by you.

Choose to make your profile private, which will exclude certain information from your public profile and make it accessible only to users who Parent Connect you or are Connected by you, for example, excluding your name and picture from reports on the Live Map.

Close your account at any time. When you close your account, we’ll deactivate it and remove your profile. We may retain archived copies of your information as required by law or for legitimate business purposes.

In addition to the examples above, we offer other choices that you can learn more about in our Help Center.

Use of Anonymous Information

We may store on our servers or our cloud servers, use or share Non-personal Information (i.e. information which does not enable identification of an individual user, i.e. non-Personal Information, aggregated information or Personal Information in non-human readable form; e.g. anonymous or aggregated information concerning the way our user community interacts with the Service) in any of the above circumstances, as well as for the purpose of providing and improving our services, aggregate statistics, marketing and advertising purposes and conduct business and marketing analysis, and enhance your experience with the Service.

Third party collection of information

This Privacy Policy does not apply to the practices of companies that we do not own or control, or to individuals whom we do not employ or manage, including any emergency agencies or authorities or any other third party to which we may disclose information as set forth in this Privacy Policy.

For how long do we retain the information we collect?

We value your privacy and control over your Personal Information, and therefore you may, at any time, change, update or remove your Personal Information by contacting us at 5500 Myron Massey Blvd, Fairfield, AL 35064. Your email should include adequate details of your request and you may be further requested to provide additional details in order to authenticate your identity and thereby accommodate your requests. Please note that unless you instruct us otherwise we will retain the information we collect for as long as needed to provide the services offered through the App and to comply with our legal obligations, resolve disputes and enforce our agreements. We may rectify, replenish or remove incomplete or inaccurate information, at any time and at our own discretion.

Security

We take great care in implementing and maintaining the security of the App and your information. We employ industry standard procedures and policies to ensure the safety of our users' information, and prevent unauthorized use of any such information. Although we take reasonable steps to safeguard information, we cannot be responsible for the acts of those who gain unauthorized access or abuse our App, and we make no warranty, express, implied or otherwise, that we will prevent such access.

We will store your Personal Information on our trusted cloud service provider who may be located in countries outside the European Union. You hereby consent to transfer of your Personal Information. The data protection and other laws of these countries may not be as comprehensive as those in the European Union – in these instances we will take steps to ensure that a similar level of protection is given to your Personal Information. If you feel that your privacy was treated not in accordance with our policy, or if any person attempted to abuse our service or acted in an inappropriate manner, please contact us directly at 5500 Myron Massey Blvd, Fairfield, AL 35064.

Updates or amendments to the Privacy Policy

We reserve the right to periodically amend or revise the Privacy Policy; changes will be effective immediately upon the posting of the revised Privacy Policy. The last revision will be reflected in the "Last Revised" heading. Your continued use of the App following the posting of such amendments constitutes your acknowledgement and consent of such amendments to the Privacy Policy and your agreement to be bound by the terms of such amendments.

How to contact us

If you have any general questions about this Service or the information that we collect about you and how we use it, you can contact us at: 5500 Myron Massey Blvd, Fairfield, AL 35064.