

Privacy Policy

Effective May 1, 2023

Your privacy and trust are important to us and we're committed to protecting the privacy and security of your information.

This Privacy Policy explains how we collect, use, share, store and transfer your information through TAPP® and the TAPP® Service.

It is important that you read this entire policy so that you know how to control your privacy. Each section of this policy includes simpler language to make our practices easier to understand. We will show you where you can manage your information in the settings of TAPP® and the Service.

Please take a moment to familiarize yourself with our privacy practices, and if you have any questions please email us at privacy@tapp.world.

TAPP® is Your Private Social Network.

We built TAPP® and the Service to be your exclusive platform for private connections and sharing with your trusted circle. With TAPP®, everyday conversations and sharing cherished moments and interests become effortless and authentic.

If you see an undefined term in this Privacy Policy such as TAPP® and the TAPP® Service (“Service”), it has the same definition as in [Terms of Use](#) (“Terms”). The Service includes the TAPP® app, which can be accessed on mobile. We also have a website and we may collect your information through other means like surveys, emails and other social media.

As explained in our Terms, we allow users to add content to the Service in a number of different ways, including direct messages in chat and in private groups. Private groups require a link to join. Some users that are in your network may create a private group for you to join. You should be aware that the user that has created a private group for you and others to join may publish their invite link of their private group on public websites, blogs or other platforms. So if you share content within these private groups, that content may be accessed by people you do not know.

We make money from commissions on the sale of physical (and sometimes digital) goods, not from selling your information to anyone.

What information do we collect?

The information we collect and process about you depend on how you use the Service. When you use the Service, we collect some information about you even if you don't have an account, for example, we collect basic information about devices that downloaded our apps, like device model and OS.

Example of why we collect information

Security of the Service

For example, if we see someone without an account trying to load too many pages, they could be trying to scrape our site in violation of our terms. Then we can take action to prevent it.

Safety and integrity

For example, if someone without an account joins a group and shares harmful video we can take action according to our Community Standards. We can remove content that violates our terms and policies, or share information with law enforcement when we believe there is a genuine risk of death or imminent bodily harm.

Performance

For example, we use information we have about people who use the Service, even if they don't have an account to measure how fast our pages load in different countries. This helps us identify and fix issues with local networks.

1. Information We Collect.

We collect certain information when you use the Service. There are three basic categories of information we collect:

- **Information You Choose to Give Us.**
- **Information We Get When You Use the Service.**
- **Information We Get from Third-Parties.**

Here's a little more detail on each of these categories.

1.1 Information You Choose to Give Us.

- **Account information.** When you create a TAPP® Account, we need to collect a few important details about you, such as: your name or user name, your email address and a password. To make it easier for people on your network to identify you, we may also ask you to provide us with some additional information that will be visible on the Service, such as a profile picture or other useful identifying information.
- **Content you create.** This includes any content that you upload to or send through the Service, such as photos, videos, albums, captions (i.e. text and audio), comments, chats, recommendations, lists, collections, and any other Content to your network of contacts and others that you have invited. Keep in mind that the users who view your photos, videos, albums, captions (i.e. text and audio), comments, chats, recommendations, lists, collections and any other Content can always save that Content or copy it outside the Service. So, the same common sense that applies to the internet at large applies to the Service as well: Don't share Content or send chats or participate in comments that you wouldn't want someone to save or share with others.
- **Purchase information.** If you buy any merchandise or digital products through the Service, you may need to submit valid payment method and associated billing information, including your full name and billing address. Payment processors used by merchants and other third party integrators, such as Stripe, Apple Pay, or Google Pay, will receive and process your payment information. Depending on the processor, we may also receive and store certain billing information, including the last four digits of the credit card number associated with the transaction. If we decide to process our own payments in the future, we would receive and process this information ourselves.
- **Information from actions you take.** We collect information about your use of and activities on the Service. This includes people you invite, the private groups

you create, the private groups that you join, content moderation decisions you make, and other related actions.

- **Other information you provide directly to us.** It probably goes without saying, but we'll say it anyway: When you contact customer support or communicate with us in any other way, we'll collect whatever personal information you volunteer. Or, you may participate in surveys where you can provide feedback about the Service.

1.2 Information We Get When You Use the Service.

When you use the Service, we collect information about which of those features and services you've used and how you've used them. We might know, for instance, that you commented on a photo or video that was posted by someone in your network, received a comment on your post from someone in your network, and liked a few posts on others in your network. Here's a fuller explanation of the types of personal information we collect when you use the Service:

- **Usage Information.** We collect personal information about your activity through the Service. For example, we may collect personal information about:
 - how you interact with the Service, such as which filter you applied to your posts [Only Me, All Connections, All Groups, a group(s), a user(s)], which search queries you submit, how frequently do you create and/or share your Content.
 - how you communicate with other users on the Service, such as their names, the time and date of your communications, the number of chats you exchange with your network of users or participate in, and which user you exchange chat with the most. Chats are end-to-end encrypted on the Service. End-to-end encryption ensures only you and the person you're communicating with can read what is sent, and nobody in between, not even TAPP®. With end-to-end encryption, your chats are secured with a lock, and only the recipient and you have a special key needed to unlock and read them. All of this happens automatically: no need to turn on any special settings to secure your chats.
- **Content Information.** We collect Content you create on the Service, such as information about the Content you create or provide, such as if the recipient has viewed the Content and the metadata that is provided with the Content. Metadata is information about the content itself, like the location where a photo was taken or the date a file was created.
- **Device Information.** We collect information from and about the devices you use. For example, we collect:
 - information about your hardware and software, such as the hardware model, operating system version, device memory, unique application identifiers, unique device identifiers, browser type, language, country, region, city and time zone;
 - information from device sensors, such as accelerometers, gyroscopes, compasses; and
 - information about your wireless and mobile network connections, such as mobile phone number, service provider, and IP address.

- **Device Phonebook.** Because the Service is all about offering users control to private communication with people they know and trust, we may—with your permission—show information from your device’s phonebook for you to access and use within the Service [such as when you invite a contact(s) to join your network or group(s)].
- **Camera and Photos.** The Service requires us to collect images and other information from your device’s camera, camera roll, photo library, and/or album(s). For example, you won’t be able to post a photo or upload a photo from your camera, camera roll, photo library and/or album(s), unless—with your permission—you allow the Service to access your camera, camera roll, photo library, and/or album(s).
- **Location Information.** When you use the Service we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses (such as adding a precise or approximate location to your post(s)).
- **Log Information.** We also collect log information when you use the TAPP® website. That personal information includes, among other things:
 - details about how you’ve used the TAPP® website.
 - device information, such as your web browser type and language.
 - access times.
 - pages viewed.
 - IP address.

1.3 Information We Collect from Third-Parties.

We may collect information about you from other users, and third-parties. Here are a few examples:

- If you interact with our social media account on another platform, we may receive certain information about you like your user name on that platform.
- If another user uploads their contact list, it may show your information from that user’s contact list, so that they may invite you to join their network on the Service.

2. How We Use Your Information.

We use your information for the following purposes:

- develop, operate, improve, deliver, maintain, and protect our products and services.
- send you communications, including by email. For example, we may use email to respond to support inquiries or to share information about the Service and Content that we think may interest you.
- monitor and analyze trends and usage.
- personalize the Service, among other things, suggesting verified experts and public figures for you to follow or customizing the Content we show you.
- contextualize your experience by, among other things, tagging your Content using your precise or approximate location information (if, of course, you’ve

given us permission to collect that personal information) and applying other labels based on the Content.

- provide and improve measurement, including through the use of your precise or approximate location information (again, if you've given us permission to collect that personal information). See the Control Over Your Personal Information in Section 6 below for more information about your choices.
- enhance the safety and security of our products and services.
- verify your identity and prevent fraud or other unauthorized or illegal activity.
- enforce our Terms of Use and other usage policies.

3. How We Share Information.

We may share personal information about you in the following ways:

- **With other TAPP® users that you invite into the Service.** We may share the following personal information with other TAPP® users that you invite into the Service:
 - personal information about you, such as your name, user name, “TAPP® invite code or link” and profile picture(s).
 - personal information about how you have interacted with the Service, such as the names of TAPP® users that you are connected to, and other personal information that will help TAPP® users understand your connections with others using the Service.
 - any additional personal information you have directed us to share.
 - Content you post or send. How widely your Content is shared depends on your personal settings and the type of features you are using. For example, a “All Connections” Content will be viewable in your feed by everyone in your network and a “Me Only” Content will be viewable only by you.
- **With third-parties.** We may share your personal information with the following third-parties:
 - **With service providers.** We may share personal information about you with service providers who perform services on our behalf. Learn more [here](#).
 - **With business partners.** We may share personal information about you with business partners that provide services and functionality. For more information about personal information collected by third-parties on the Service, visit [here](#).
 - **With third-parties for legal reasons.** We may share personal information about you if we reasonably believe that disclosing the personal information is needed to:
 - comply with any valid legal process, governmental request, or applicable law, rule, or regulation.
 - investigate, remedy, or enforce potential Terms of Use violations.
 - protect the rights, property, and safety of us, our users, or others.
 - detect and resolve any fraud or security concerns.
 - **With third-parties as part of a merger or acquisition.** If TAPP® gets involved in a merger, asset sale, financing, liquidation or bankruptcy, or

acquisition of all or some portion of our business to another company, we may share your personal information with that company before and after the transaction closes.

4. Third-Party Content and Integrations.

The Service may also contain third-party links and search results, include third-party integrations, or offer a co-branded or third-party-branded service. Through these links, third-party integrations, and co-branded or third-party-branded services, you may be providing personal information directly to the third-party, us, or both. You acknowledge and agree that we are not responsible for how those third-parties collect or use your personal information. As always, we encourage you to review the privacy policies of every third-party service that you visit or use, including those third-parties you interact with through the Service. To learn more about third-party services in TAPP®, visit [here](#).

5. How Long We Keep Your Information.

The Service lets you communicate and share Content with family, friends and other people you invite into your network. Anyone who receives Content from you can save it, and share it with others at any time. Anyone who sees your Content can always potentially save them, whether by taking a screenshot or by using some other image-capture technology (whether that be a separate piece of software, or even simply taking a photo of their screen with another camera or device).

On our end, most Content (e.g., Photos, Videos, Albums), are stored until you delete the Content from the Service. If you delete the Content from the Service, the Service servers are designed to erase that Content as soon as possible.

We store other information for longer periods of time. For example:

- We store your account information—like your name and/or email address—and list of people in your network until you ask us to delete them.
- We store location information for different lengths of time based on how precise it is and which features or services you use. If location information is associated with a Photo—like those saved to Albums or posted to the feed—we'll retain that location as long as we store the Photo.
- If you ever decide to stop using TAPP® and the Service, you can just [ask us to delete your account](#). We'll also delete most of the personal information we've collected about you after you've been inactive for a while—but don't worry, we'll try to contact you first!

Keep in mind that, while our systems are designed to carry out our deletion practices automatically, we cannot promise that deletion will occur within a specific timeframe. There may be legal requirements to store your data and we may need to suspend those deletion practices if we receive valid legal process asking us to preserve Content or if we receive reports of abuse or other Terms of Use violations. Finally, we may also retain certain personal information in backup for a limited period of time or as required by law.

6. Control over Your Personal Information.

We want you to be in control of your personal information, so we provide you with the following tools.

- Download My Data. You can access and edit most of your basic account information right in the Service. You can also email us at my-data@tapp.world to obtain a copy of personal information that isn't available in the Service in a

portable format, so you can move it or store it wherever you want. Because your privacy is important to us, we may ask you to verify your identity or provide additional personal information before we let you access or update your personal information. We may also reject your request to access or update your personal information for a number of reasons, including, for example, that the request risks the privacy of other users or is unlawful.

- **Revoking permissions.** If you let us use your personal information, you can always change your mind and simply revoke your permission by changing the settings on your device if your device offers those options. Of course, if you do that, certain services may lose full functionality.
- **Deletion.** While we hope you'll remain a lifelong TAPP® user, if for some reason you ever want to delete your account, just go [here](#) to learn how. You can also delete some personal information in the Service, like photo(s), video(s), album(s) and/or private groups that are created and administered by you.
- **Communicating with other TAPP® users.** It's important to us that you stay in control over whom you communicate with. That's why we've built a number of tools in Settings on the Service, that let you indicate, among other things, who you want to see your feed and whether you'd like to delete another TAPP® user from your TAPP® network.

7. Users in the European Union.

If you're a user in the European Union, you should know that TAPP Inc. is the controller of your personal information. Here is some additional information we would like to bring to your attention:

7.1 Bases for using your information.

Your country only allows us to use your personal information when certain conditions apply. These conditions are called "legal bases" and, at TAPP®, we typically rely on one of four:

- **Contract.** One reason we might use your personal information is because you've entered into an agreement with us. For example, when you buy a service and accepted our Terms of Payment, we need to use some of your personal information to collect payment.
- **Legitimate interest.** Another reason we might use your personal information is because we have—or a third-party has—a legitimate interest in doing so. For example, we need to use your personal information to provide and improve the Service, including protecting your account, delivering your Content, providing customer support, and helping you find friends and Content we think you'll like. An important point to understand about legitimate interest is that our interests don't outweigh your right to privacy, so we only rely on legitimate interest when we think the way we are using your data doesn't significantly impact your privacy or would be expected by you, or there is a compelling reason to do so. We explain our legitimate business reasons for using your personal information in more detail [here](#).
- **Consent.** In some cases we'll ask for consent to use your personal information for specific purposes. If we do, we'll make sure you can revoke your consent in the Service or through your device permissions. Even if we're not relying on consent to use your personal information, we may ask you for permission to access data like contacts and location.

- **Legal obligation.** We may be required to use your personal information to comply with the law, like when we respond to valid legal process or need to take action to protect our users. Our policy has been to notify users of the Service when we receive legal process seeking their account information, with some exceptions for cases where we are legally prohibited from doing so, or when we believe there are exceptional circumstances (like child exploitation or an imminent risk of death or bodily injury).

7.2 Your right to object.

You have the right to object to our use of your personal information. With many types of data, we've provided you with the ability to simply delete it if you don't want us processing it anymore. For other types of data, we've given you the ability to stop the use of your data by disabling the feature altogether. You can do these things in the Service. If there are other types of personal information you don't agree with us processing, please contact us by email at privacy@tapp.world. In your email to us, please indicate the following: (i) your name or user name - if applicable, (ii) the email associated with your TAPP® Account - if applicable, (iii) what personal information you don't agree with us processing - please provide as much detail as possible.

7.3 International Data Transfers.

We may collect your personal information from, transfer it to, and store and process it in the United States and other countries outside of where you live. Whenever we share information outside of where you live, when we are legally required to do so, we make sure an adequate transfer mechanism is in place. We also make sure any third parties we share information with have an adequate transfer mechanism in place, as well. You can find more information on the categories of third-parties we share personal information with [here](#).

8. State Specific Information.

You may have specific privacy rights in your state. For example, in the United States, residents of California and other states have specific privacy rights.

8.1 California Residents. If you're a California resident, you have certain privacy rights under California law, including the California Consumer Privacy Act of 2018 ("CCPA"). Our California Privacy Notice specifies these rights, [here](#).

8.2 Nevada Residents. If you're a Nevada resident, you have certain privacy rights under Nevada law. Our Nevada Privacy Notice specifies these rights, [here](#).

9. Children.

The Service is not intended for—and we don't direct them to—anyone under 13. And that's why we do not knowingly collect personal information from anyone under 13. In addition, we may limit how we collect, use, and store some of the information of EEA and UK users between 13 and 16. In some cases, this means we will be unable to provide certain functionality to these users. If we need to rely on consent as a legal basis for processing your personal information and your country requires consent from a parent, we may require your parent's consent before we collect and use that personal information.

10. Revisions to this Privacy Policy.

We may change this Privacy Policy from time to time. But when we do, we'll let you know one way or another. Sometimes, we'll let you know by revising the date at the top of the Privacy Policy that's available on our website and mobile application.

Other times, we may provide you with additional notice (such as adding a statement to our websites' homepages or providing you with an in-app notification).

11. Contact.

TAPP® welcomes comments, questions, concerns, feedback or suggestions.
Please contact us at:

TAPP Inc.

ATTN: Privacy Operations

325 North Maple Drive, #5138

Beverly Hills, CA 90209

Email: privacy@tapp.world.