

Effective Date: 2023/07/21

## **Privacy Notice**

We are committed to protecting and respecting your privacy and will use your personal data only after obtaining your consent to the collection and processing of your personal data on the terms specified below.

Please read this Notice carefully before you use Art Toon ("App/services") . By downloading or using App , you agree to this Notice which explains when, where, how and why we collect personal data about you, how we use the data, the conditions under which we may disclose it to others, your rights in respect of your personal data, as well as how we keep it secure. If you do not feel comfortable with any part of this Notice, you must not download, use or access our App.

### **Updates to this Notice**

We reserve the right to update this Notice from time to time. If we make a material change to this Notice, we will strive to notify you by displaying a notice on our Services. By continuing to use the App after the changes become effective, you are agreeing to be bound by the revised Notice.

### **Data collected from you**

The categories of personal data we collect depend on how you interact with us, our Services and the requirements of applicable law. We collect data that you provide to us, information we obtain automatically when you use our Services, and data from other sources such as third-party services and organizations.

**If you refuse to provide any personal data, you will not be able to use the main functions of the application, such as Face-Swapping function.**

#### 1. Face Data Policy

(a) Face data we collect. We analyze your photos and find out the feature points (like eyes, nose, mouth points) of the face in photo for face processing purpose. We do not collect face data. After the analyzing process ends all data will be deleted, no data will be saved.

(b) The purpose of collecting face data. In order to provide Face-Swapping function, the app needs to find out the feature points (like eyes, nose, mouth points). The process of using the Face-Swapping function: (1) You transfer photos to our server. (2) The server analyzes your photo and returns the result of facial data processing. (3) The application automatically synthesizes the facial data processing results and materials into the final effect. (4) The final composite photo will be temporarily stored in encrypted storage and permanently deleted after a certain period of time. **After the synthesis process is completed, your photos will be automatically deleted immediately.**

(c) **Your face data will not be shared with any third parties. The photos you uploaded will be deleted after the analyzing process ends.**

## 2. Data you provide to us.

(a) Profile data (such as profile photo). We may collect the photos, that you upload from your device while using our App. You won't be able to upload content from your camera roll unless we can access your device's camera. These data help us to provide you "change face" function in the App.

(b) Interactive Features. We and others who use our Services may collect personal information that you submit or make available through our interactive features (e.g., the content that you share and social media pages). Any information you provide on the public sections of these features will be considered "public" unless otherwise required by applicable law, and is not subject to the privacy protections referenced herein.

(c) Purchases. We may collect personal information and details associated with your purchases, including payment information. In some cases, you may need to provide us with additional information to verify your identity before completing a

transaction. Any payments made via our Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with your payment card information (e.g., your billing details).

(d) Contact information. We may collect personal data, such as email address and phone number when you request information about our Services, register to receive our newsletter or marketing, request customer or technical support, or otherwise communicate with us.

## 2. Data we collect automatically.

(a) Data about your device. When you use our App, we may collect data about your device, such as device name and operating system, browser type, language, brand, version, model, device ID, advertising ID, MAC address, IMEI, UDID;;

(b) Usage data. When you use our App, we may collect data about your activity within our Services, for example, which pages you have viewed and for how long. We also may collect IP-addresses, the source of the traffic, information regarding the device and operation system, information about your wireless and mobile network connections, unique device identifiers, browser type, language, battery level, and time zone. These data help us to analyze your needs and interests, evaluate effectiveness of our campaigns and improve our App.

(c) Read, modify or delete the contents of your SD card as your instructions. We use this permission so that you can save new pictures to your SD card.

We may collect certain information automatically when you use our Services, such as your Internet protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, mobile advertising and other unique identifiers, browser or device information, location information (including approximate location derived from IP address), Internet service provider, and metadata about the content you provide which can provide details such as the location of where a picture was taken. We may also automatically collect information regarding your use of our Services, such as pages that you visit before, during and after using our Services, information about the links you click, the types of content you interact with, the frequency and

duration of your activities, your history of using the app history, and other information about how you use our Services.

### 3. Tracking Technologies & Cookies.

In order to provide more convenient services, improve the quality of App experience or customize advertisements, we may use Cookies or other technologies (collectively referred to as "Cookies") to store and track information when you visit the App, such as device type, network connection type , the date and time of your visit, etc., please visit [AboutCookies.org](http://AboutCookies.org) for more information about cookies.

We may allow our business partners to place certain tracking technologies in our services. These partners use these technologies for the following purposes:

- (a) To provide our services. Some of our business partners who help us provide our services may use these technologies to support these efforts;
- (b) Help us understand how you use our services;
- (c) Help us market and advertise our services to you, including on third-party websites;
- (d) Advertisement delivery.

If you do not accept these Cookies, you can change the settings of your browser to delete the Cookies that have already been set and not accept new Cookies. However, if you delete cookies or do not accept them, you may not be able to use all the features we offer, you may not be able to store your preferences and some of our pages may not display properly.

### 4. Data we collect from our partners.

- (a) Data we receive if you link a third party tool with the Service (such as Facebook, Appsflyer, Google);
- (b) Data to fight fraud (such as refund abuse in click fraud in advertising);
- (c) Data from platforms that the App runs on (such as to verify payment).

### **Usage of your Data**

We may use your data for the following purposes.

- (a) To provide, maintain, troubleshoot and support all functional services in the product;
- (b) For billing and collecting payments;
- (c) To improve, market and advertise our services;
- (d) To help you connect with other users;
- (e) To authenticate and verify individual identities;
- (f) To prevent, detect and fight fraud or other illegal or unauthorized activities;
- (g) To compliance with the Law.

### **Share of your data**

We may share your data with service providers and partners who assist us in operating the services, in some cases, legal authorities.

- (a) We work with third parties to help us provide some of our Services. Examples of activities that third parties help us with include: processing payments; providing user support; providing analytics about our services; providing our marketing and advertising content; the infrastructure required for the service; provide advertising content; prevent fraud and abuse against us;
- (b) We may share a limited amount of your data to enforce and manage our agreements with customers and users, and to respond to claims against us;
- (c) We may share your data if applicable law requires us to do so; to comply with our legal obligations; to comply with legal process; Valid law enforcement requests related to suspected illegal activity;
- (d) We may use and share aggregated data and de-identified data so that it no longer reveals the identity of individual users for research and analysis, our own marketing activities and other legitimate business purposes.

We may use third-party software development kits ("SDKs") as part of the functionality of our Services. When you use the services provided by the third-party SDK, you may need to provide your data to the third-party. When you provide data to such third parties, you are providing the data in accordance with their privacy policy (if any) and that our own Notice does not apply to that data.

**The data collected by third-parties' SDKs is managed by the providers of these SDKs, and we have no control over such third parties.**

We recommend you to read third-parties' Privacy Policy carefully to understand how third parties collect, use and share your data.

Third Parties	Privacy Policy
Appsflyer	<a href="http://www.appsflyer.com/legal/privacy-policy">www.appsflyer.com/legal/privacy-policy</a>
Applovin/Max	<a href="http://www.applovin.com/privacy">www.applovin.com/privacy</a>
Facebook	<a href="http://www.facebook.com/privacy/policy/?entry_point=comet_dropdown">www.facebook.com/privacy/policy/?entry_point=comet_dropdown</a>
Google Admob/Firebase	<a href="http://policies.google.com/privacy?hl=en">policies.google.com/privacy?hl=en</a>
Mintegral	<a href="http://www.mintegral.com/cn/privacy">www.mintegral.com/cn/privacy</a>
Pangle	<a href="http://www.pangleglobal.com/zh/privacy/partner-en">www.pangleglobal.com/zh/privacy/partner-en</a>

### **Data Security**

We employ a range of administrative, organizational, technical, and physical safeguards designed to protect your data against unauthorized access, loss, or modification. Unfortunately, no system is 100% secure, and we cannot ensure or warrant the security of any information you provide to us. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized disclosure.

### **Data Retention**

We generally retain your personal data for as long as you have an account with us, or for as long as is needed to provide the services to you.

We may also retain personal data if required by law, or for our legitimate interests, such as defending ourselves from legal claims. Residual copies of personal data may be stored in backup systems as a security measure to protect against data loss and are retained for no longer than is necessary to achieve the purposes described in this Notice

### **Data Transfers**

We may transfer your personal data to countries other than the one in which you reside to facilitate our operations, and to transferees include our group companies,

service providers, and so on. Laws in other countries may be different to those that apply where you reside. However, we put in place appropriate safeguards that help to ensure that such data receives an adequate level of protection.

### **Your Privacy Rights**

You may have certain legal rights in relation to your personal data that we maintain and the rights will be depending on your country of residence. These rights may include to:

- (a) Request access to your personal data. You have the right to receive a copy of the personal data we hold about you.
- (b) Request correction of the personal data that we hold about you. You have right to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- (c) Request erasure of your personal data. You have the right to ask us to delete or remove your personal data. We may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- (d) Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.
- (e) Request restriction of processing of your personal data.

To exercise any of these rights, you can get in touch with us. However, these rights may be limited, for example if fulfilling your request would reveal personal data about another person, or if you ask us to delete data which we are required by law to keep or have compelling legitimate interests in keeping.

### **Special Protection**

If you are a minor, you shall use our services with obtaining prior consent of your parent or legal guardian (collectively, "guardian"). We recommend that the

guardians of minors shall read this Notice carefully, and we also recommend minors to obtain guardians' prior consent and guidance before submitting personal data in your use of our services.

We do not knowingly collect or solicit any data from anyone under the age of 13 or knowingly allow such persons to register for the Service. The Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal data from a child under age 13 without parental consent, we will delete that data as quickly as possible. If you believe that we might have any data from or about a child under 13, please contact us.

### **Contact Us**

We hope this Notice helped you to understand the relevant information about using our App. If you have any questions about this Notice or your data, please contact us at [shaodonglin348@outlook.com](mailto:shaodonglin348@outlook.com).