

## DATA PRIVACY POLICY

### LaraApp

LaraApp brings augmented reality to consumers and businesses with an aim to convey much more than words ever could by connecting the digital world with the things around us.

### Our commitment to privacy

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

### Information we collect; how we use it

Automatically collected technical information: Our servers log information about each device connecting with our site such as IP address, dates and times of each login, device characteristics, operating system, browser type, type of connection, page and image viewing statistics, and incoming and outgoing links.

We also log the metadata associated with any images you use with LaraApp. None of this automatically collected technical information is associated with any identified person at the time it is collected, but it could be associated with you under two circumstances: First, if you choose to give us personal data about you, the technical information we collect that would otherwise be anonymous could instead be logged as coming from you; and second, if we are required to disclose our server logs as a result of a legal process, some third party such as your provider could match our anonymous technical information with you, using information beyond what is found on our servers.

You may request the deletion of the above mentioned information if you stop using LaraApp at [support@laraapp.com](mailto:support@laraapp.com). We will ensure to delete the information we collected regarding your use of LaraApp.

### Use of cookies

We may use cookies, web beacons, or other anonymous tracking information to improve our server's interaction with your device, and we may partner with third party advertisers who may (themselves or through their partners) place or recognize a unique cookie on your browser. These cookies enable more

customized ads, content or services to be provided to you. To trigger these cookies, we may pass an encrypted or "hashed" (non-human readable) identifier corresponding to your email address to a Web advertising partner, who may place a cookie on your device. No personally identifiable information is on, or is connected to, these cookies.

We use third-party advertising companies to serve ads when you visit our website or use our application. These companies may use information about your visits to this and other web sites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies for interest based advertising, please visit <http://www.aboutads.info/choices/>.

## **Personal data**

We collect whatever personal data about you that you choose to give us, such as a contact email address and profile information. We do not require you to use an account to download our application.

Our handling of any personal data focusing strictly on ensuring the smooth running of LaraApp. Furthermore, it is in compliance with applicable EU data protection regulations and with Act CXII of 2011 on the Right of Self-Determination of Personal Information and on Freedom of Information ("Act"). The particular rights regarding personal data are set out in sections 13 to 17 of the Act.

We take every reasonable precaution to protect your private data from loss, misuse, unauthorized access, disclosure, alteration, or destruction. You are responsible for taking every reasonable precaution on your end to protect any unauthorized person from accessing your data used in connection with the app.

## **Sharing of information**

We may share your information with the following third parties:

- With organizations who provide services or technology to us. We may share information about you with service providers who perform services on our behalf – for instance our data centre providers who host the VSoft technology and data and partners that provide services to us.
- We provide augmented reality services to brands so that their marketing materials are showing users augmented reality content when they access the materials (like a newspaper

ad). Where we do this, we also report to our clients on an aggregated basis (so never revealing who you are) where users accessing their content are located, how long they spent interacting with the client's content or our app generally and how they use the app.

We also disclose information in aggregate (so that no individuals are identified) to third parties for marketing and strategic development purposes.

We may share information about you if we believe that disclosing the information is needed to:

- comply with any valid legal process, governmental request, or applicable law, rule, or regulation;
- investigate, remedy, or enforce potential breaches of our Terms of Use;
- protect the rights, property, and safety of us, our users, or others;
- detect and resolve any fraud or security concerns.

### **Image privacy**

Every image used with LaraApp is stored on your device if you allow such storing. No image is uploaded to the server, hence VSoft does not store, save or otherwise retrieve your images.

We request access to your device camera and gallery only in order that LaraApp may scan the image and that LaraApp images in the gallery can be reached by your default image processor. Similarly, in case you allow that LaraApp may access your data storage, it may use your storage for caching purposes.

### **Questions, complaints**

If you have any questions about our use of your Private Data, please contact us at:

[support@laraapp.com](mailto:support@laraapp.com).

If you want to notify a breach of the relevant data protection regulations you may turn to Hungarian National Authority for Data Protection and Freedom of Information (H-1125 Budapest, Szilágyi Erzsébet fasor 22/C.) or to the competent Hungarian court.

We may revise our data privacy policy from time to time by posting the changes here.