

PRIVACY NOTICE

Phlipits values the privacy of all who use www.Phipits.com, and its mobile application. This Privacy Notice details important information regarding the collection, use and disclosure of personally identifying information collected by Phlipits. Phlipits provides this Privacy Notice to help you make an informed decision about whether to use or continue using our Services.

This Privacy Notice is incorporated into and is subject to the [Phlipits Terms of Service](#). Your use of the Phlipits services and any personal information you provide on Phlipits remains subject to the terms of this Privacy Notice and our Terms of Service.

Any media content that you submit to Phlipits may be redistributed through the internet and other media channels, and may be viewed by the general public.

What information do we collect?

User Provided Information: When you use our services, we may invite you to register and become a member of Phlipits. When you perform activities on the services, we may collect personally identifiable information, such as your name, contact data such as your email address, gender and username and password and any other personally identifiable information that you voluntarily provide. We may offer you the opportunity to submit other information about yourself, or we may be able to collect that information from third party sites or mobile applications that you have linked to our services or uploaded videos created using our services (in accordance with the Terms of Service of those sites).

Tracking GIFs Information: When you use the Phlipits services, we may employ "clear GIFs" (a.k.a. Web Beacons), or other tools which are used to track the online usage patterns of our users anonymously (i.e., in a non-personally-identifiable manner). We may also use purpose-built tools provided by third parties to access, monitor, analyze, use and disclose this data.

How do we use the information?

If you submit personally identifiable information to us, then we use your personal information to operate, maintain, and provide to you the features and functionality of the Phlipits services.

We do not use your personally identifiable information to send commercial or marketing messages without your consent or except as part of a specific program or feature for which you will have the ability to opt-out. We may, however, use your email address, or other contact information without further consent for non-marketing or administrative purposes (such as notifying you of major Phlipits service changes or for customer service purposes).

We use both your personally identifiable information and certain non-personally-identifiable information (such as anonymous user usage data, cookies, IP addresses, browser type, clickstream data, etc.) to improve the quality and design of Phlipits and to create new features, promotions, functionality, and services by storing, tracking, and analyzing user preferences and trends.

We may use cookies, clear gifs, and log file information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you use the Phlipits services; (b) provide custom, personalized content and information; (c) monitor the effectiveness of our marketing campaigns; (d) monitor aggregate metrics such as total number of visitors, pages

viewed, etc.; and (e) track your entries, submissions, and status in promotions, sweepstakes, and contests.

When do we disclose the information?

We do not share your personally identifiable information (such as name or email address) with other third-party companies for their commercial or marketing use without your consent or except as part of a specific program or feature for which you will have the ability to opt-out. For example, if you do not opt out we may provide your personally identifiable information to a marketing, research and/or advertising agency to notify you of new product releases, service notifications, and to solicit your feedback and input on our behalf.

We do share non-personally-identifiable information (such as anonymous user usage data, referring / exit pages and URLs, platform types, number of clicks, etc.) with interested third-parties to assist them in understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on the Phlipits services.

We may release your personally identifiable information and/or non-personally-identifiable information if required to do so by law to comply with state and federal laws, or respond to a court order, subpoena, or search warrant.

Phlipits also reserves the right to disclose personally identifiable information and/or non-personally-identifiable information that Phlipits believes, in good faith, is appropriate or necessary to enforce our Terms of Service, take precautions against liability, to investigate and defend itself against any third-party claims or allegations, to assist government enforcement agencies, to protect the security or integrity of our web site, and to protect the rights, property, or personal safety of Phlipits, our users or others.

What can you do?

You may, of course, decline to submit personally identifiable information through the Phlipits services, in which case Phlipits may not be able to provide certain services to you. You may update or correct your personal profile information and email preferences at any time by visiting your account profile. To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you profile access or making corrections. You are responsible for maintaining the secrecy of your login credentials and account information at all times.

Please contact Phlipits with any questions or comments about this Privacy Notice, your personal information, your consent, or your opt-in or opt-out choices.

Third-party websites or links to other sites

The Phlipits services may contain links to third party websites that are not owned or controlled by Phlipits. Phlipits has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party websites.

You should consult the respective privacy policies of these third-party websites for more information on their practices. Phlipits's privacy policy does not apply to such other web sites.

Data Security

Phlipits uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. Phlipits may post a notice on the Phlipits service if a security breach occurs.

Children's Privacy

We are wholly committed to protecting the privacy of young children. For that reason, Phlipits does not knowingly collect or maintain personally identifiable information or non-personally-identifiable information on the Phlipits service from persons under 13 years of age, and no part of our Service is directed to persons under 13.

In the Event of Merger, Sale, or Change of Control

In the event that Phlipits is acquired by or merged with a third party entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from our Users as part of such merger, acquisition, sale, or other change of control. In this event, Phlipits will notify you before information about you is transferred and becomes subject to a different privacy policy.

Changes and updates to this Privacy Notice

This Privacy Notice may be revised periodically and this will be reflected by the "effective date" below. Please revisit this page to stay aware of any changes. In general, we only use your personal information in the manner described in the Privacy Notice in effect when we received the personal information you provided. Your continued use of the Phlipits service constitutes your agreement to this Privacy Notice and any future revisions.

Effective Date: June 6, 2014