

PRIVACY POLICY

Ideofit believes that your personal information deserves protection and we subscribe to the privacy principles set out in the General Data Protection Regulation (GDPR), Promotion of Information and Communication Network Utilization and Personal Information Protection Act. We are doing our best to protect the rights and interests of users by establishing personal information processing policy.

This privacy policy describes our practices regarding the collection, use and sharing of your personal information. By using our website you consent and agree to the collection, use and disclosure of personal information and to the privacy practices set out in this policy. Ideofit expressly reserves the right to change this privacy policy at any time. Ideofit application does not collect any personal information.

GENERAL INFORMATION ABOUT THE APP AND THE WEBSITE OWNER

The owner of Ideofit application and the website is Krypton LLC, Entuziastov HWY, 33L, 111123, office 406A, Moscow, Russian Federation.

GENERAL STATISTICS

We may use personal information and data collected through your emails and use of our website to generate statistics and aggregate reports for internal use and for sharing with our affiliates and advertisers. These statistics and aggregate reports will not contain any information that could identify you personally.

COLLECTION AND USE OF PERSONAL INFORMATION

Ideofit application is in the business of face visualizations and face processing. We require registration of the users via email and Facebook account in order to save the user's Shopping List and history of orders. Your registration information might be used for purposes of gathering user experience when using Ideofit.

In order to successfully provide our service Ideofit uses ARKit, developed by Apple Inc for iPhone models X, XR and XS. For fitting the virtual eyewear to your face Ideofit uses the TrueDepth API which has the access to sensory data of your phone. Ideofit does not collect and use any information about your face; all fitting and sensory data used by TrueDepth API and ARKit are happening locally, inside your phone. There is no transfer of sensory information between our servers, third-party servers and your phone which means we never gain access to your facial data.

Subscription information

In order to subscribe to our website, you need to submit a form requesting your name, phone and company name.

The information you provide during the registration process will be stored on our servers permanently as long as you are subscribed to our mailing list.

The use of cookies

We also collect some anonymous (non-personal) information from visitors to our website Ideofit.me, through the use of cookies. Cookies are used on most websites. They are text files with a unique identification number that are transferred from a web site to the hard drive of your computer. Cookies are only used to identify your computer but they do not save any personal information about you such as your name or address. Most browsers can be set up to accept or reject cookies, or simply notify you each time a cookie is set by a website you visit. We currently use cookies for measuring traffic statistics on our website and saving your information so you don't have to re-enter it on future visits when posting comments or participating in forums. We may also use cookies to provide personalized services to you, such as customized web pages and advertisements.

OTHER TYPES OF INFORMATION

Analytics service

We collect information on the anonymous user activity called 'user behavior', and we do it in the following way. User's app activity is sent to the third-party analytics software [Amplitude](#). We use the analytics software to assess the efficiency of our service, our features, and to plan our further releases. The information we collect does not consist of any personal identifiers and it is aggregated for the purposes of public display of results.

Advertisers

Our advertisers may collect information such as your internet protocol (IP) address, your geographic location when you use our website, as well as other information deemed important in selecting the type and style of advertisements to run. Third parties may collect information and place or recognize cookies providing information on the user's choices with respect to opting-out from online advertising.

DUTY OF NOTIFICATION

When there are any additions, deletions, or modifications of important contents in accordance with the changes in the relevant laws and regulations or security technology, the reason and

details will be notified through the service homepage prior to implementing the revised privacy policy.

The contents of this privacy policy may change from time to time, hence please check it periodically.

CONTACT INFORMATION

For questions or concerns regarding your personal information and our privacy policy, or to update, correct or delete your personal information, please contact:

Owner: Vladislav Smirnov

Address: Krypton LLC, Entuziastov HWY, 33L, 111123, office 406A, Moscow, Russian Federation.

Email: info@ideofit.me