

## **PRIVACY POLICY**

We may collect information about you in several ways to optimise the app and enhance user experience. The information we may collect via the App depends on the content and materials you use, and includes:

### **Personal Data**

We collect and store basic personal information related to your App profile, which you voluntarily give us either upon sign-up or through continued use of the App, which include:

- First and last name
- Email address
- Demographic location/Time zone

We may also collect other information for purposes of optimising the App, including App usage data (e.g. how often the app was opened, which areas were clicked, feedback data), Technical data (e.g. data about mobile platform (iOS/Android), the version of the app, device model, system version, advertising identifier for iOS and android devices), Tracking data (entries on the satisfaction score, user reviews, products used, problems tagged, achievements, and text-based note entries which are transmitted in encrypted form and stored by us).

We may collect data in two different ways

- When you voluntarily provide us with such data – meaning you register to our Advertising Services and create an account through our App, or contact us.
- Data collected automatically – either visiting our App, we may use our SDK cookies and other similar tracking technologies to gather information automatically, such as your Advertising ID, IP address etc. We may also acquire information from other trusted sources to update or supplement the data that we collect automatically.

How we use your personal information

To operate and improve the app

- Enable you to use the App features, including visibility on social features should you consent by accepting this privacy policy, which includes your username, skincare problems, current skincare routine, product reviews and satisfaction scores. Please note that prescription products will not be visible to other users, and public reviews will not be visible for this category. Should you wish to opt out of discoverability on the social features as above, you may inform us by email or via our website;
- Establish and maintain your account;
- Communicate with you about the App, including sending announcements, updates, and security alerts which we may send through a push notification and responding to your requests, questions and feedback.

### **Advertising**

We work with advertising partners to display advertisements within the App. These advertisements are delivered by our advertising partners and may be targeted based

on your use of the App or your activity elsewhere online. We do not share your data with Ad providers.

### **Third-Party Service Providers**

We confirm that any third party with whom an app shares user data (in compliance with these Guidelines) – such as analytic tools, advertising networks and third-party SDKs as well as any parent, subsidiary or other related entities that will have access to user data – will provide the same or equal protection of user data as stated in the App's privacy policy and required by these Guidelines.

### **Retention of your data**

We retain your data as long as you remain an active user of your account. Where there has not been any activity on your account for three years we will endeavour to contact you to check you still wish to retain your account with us. Where you decide to cancel your account or we do not hear further from you, your account will be de-activated and your data be deleted. Where you have subscribed to receive marketing correspondence from us we will keep your personal data for marketing purposes whilst your account remains active and for the period of time referred to above.

### **How to delete your data**

You can delete your data by contacting us via email, or through our website [www.topiskin.com](http://www.topiskin.com). We will then permanently delete your data.