

DATA AND PRIVACY POLICY (the “Privacy Policy”)

LAST UPDATED: February 1, 2023.

This Privacy Policy is meant to help you, the user (“user,” “customer,” “you,” or “your”), understand what data or information we collect, why we collect it, and what we do with it. Masi Software LLC (“Company,” “we,” “our,” “us”), a New Jersey limited liability company, is the owner of this website (the “Site”) or application (the “App”). We can be contacted at: PO Box 5003, Clinton, NJ 08809.

Please take the time to read it carefully. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE OUR SITE, APPS, OR SERVICES. By interacting with the Site, Apps, or our Services, you agree with and consent to this Privacy Policy. This Privacy Policy is part of and is incorporated into our [Terms of Use](#) (“TOU”). Any undefined, capitalized term in this Privacy Policy has the same definition as in our TOU.

INFORMATION THAT MAY BE COLLECTED

Information You Give Us or Others. We collect the content you create, upload, or transmit to or receive from others when using our Services, the Site, or our Apps. This includes things like pictures and comments you upload, items you “like,” and comments you make.

Information We Collect As You Use Our Services. The information we collect and process about you depends on how you use our Services. The information we collect includes unique identifiers, browser type and settings, device type and settings, operating system, mobile network information including carrier name and phone number, and application version number. We also collect information about the interaction of your apps, browsers, and devices with our Services, including IP address, crash reports, system activity, and the date, time, and referrer URL of your request.

Personal Information. At times, we will need personal information for you to use our Services. For example, to use any of our Services tied to your and other users’ precise geolocation data. Additional uses depending on how you use our Services, Site, or Apps may include your legal name, email address, screen or domain name, and account password. You acknowledge and agree your personal information may be transferred from your current location to the offices and servers of Company and to our authorized third-party partners for advertising, storage, digital, billing, payment, administrative, and management purposes, as applies from time-to-time. Each of these third-party providers maintains its own privacy policy and terms of service. We do not control and are not responsible for those privacy policies or terms of service. Please contact us at info@geocam.app for a list of our current partners.

It is our intent to inform you now before we collect personal information. If you tell us that you do not wish to have this information used as a basis for further contact with you, we will respect your wishes although it may inhibit or preclude your ability to fully use our Services. You may also preclude our use of your personal information through your browser or device settings.

Your Location Information. We collect information about your location when you use our Services, which helps us offer features like interactions with other users nearby to your location. Your location can be determined with varying degrees of accuracy by:

- (i) GPS and other sensor data from your device;
- (ii) IP address;

(iii) information about things near your device, such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices.

The types of location data we collect and how long we store it depend in part on your device and account settings. For example, you can generally turn your device's location on or off using the device's settings app. We also use various technologies to collect and store information, as discussed below at "Use of Computer Tracking Technologies."

Information from Children. We do not knowingly collect personal information from children under the age of 16 without permission and does not knowingly collect any personal information from persons under 13. If you are under the age of 16, please do not submit any personal information through the Site, or our services without first providing us permission. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Privacy Policy by instructing their children never to provide personal information on the Site without their permission. If you are a minor under the age of 16, or a parent or legal guardian and have reason to believe a child under the age of 16 has provided us personal information without consent, or a child under 13 has provided us any personal information through the Site or our services, please contact us at the information above and we will endeavor to delete that information from our databases.

Lost or Stolen Information. If you believe your personal information is lost or stolen, please promptly notify us in order to enable us to cancel the lost or stolen information, as appropriate, and update our records.

Links to Other Websites. The Site or Apps may contain links to other websites. We are not responsible for the privacy practices or the content of those other websites. Please refer to those websites and their governing privacy practices for more information.

USES AND DISCLOSURES OF THE INFORMATION

Limited Uses Identified. Without your prior consent, we will not use your personally identifiable information for any purpose other than that for which it is submitted or identified herein. Company uses personally identifiable information to reply to inquiries, handle complaints, provide operational notices, and in program record-keeping. Company also processes business requests related to Site or App participation.

Marketing Uses. Unless you opt out by contacting us at the above information, we reserve the right to provide you with information about our Site, our affiliated products and services, and related information in which you have indicated an interest.

Stored Information Uses. Company stores and retains information provided by users as detailed herein. We generally maintain such information for as long as reasonably necessary to perform the Services associated with your uses of our Site and Apps. Retention periods for each customer or user will vary depending on the user's interaction with us and our Services, Site, or Apps.

Within Company. Company may share your personal information within its organization.

Mergers and Acquisitions. Circumstances may arise where for business reasons, Company decides to sell, buy, merge or otherwise reorganize its businesses. Such a transaction may involve the disclosure of personally identifying information to prospective or actual purchasers or receiving such information from sellers. It is Company's practice to seek appropriate protection for information in these types of transactions.

Agents. Company employs or engages other companies and individuals to perform business functions on behalf of Company. These persons are provided with personally identifying information only as reasonably necessary to perform their functions for us. These third parties engage in a variety of functions that include but are not limited to: analyzing data, hosting Company's Site, operating as a user platform for our Apps, providing marketing assistance, processing credit card payments, and providing customer service.

Marketing Analysis by Third Parties. We may use third-party web analytics services (such as those of app store or store download sites, Google and Squarespace) to collect and analyze usage information through cookies and similar tools; engage in auditing, research, or reporting; assist with fraud prevention; try to locate the same unique users across multiple browsers or devices to better tailor services and features; and provide certain features to users and customers. Any information disclosed will be in the form of aggregate data that does not describe or identify an individual customer.

Disclosure to Governmental Authorities. Under certain circumstances, personal information may be subject to disclosure pursuant to a judicial or other government subpoenas, warrants or orders.

USE OF COMPUTER TRACKING TECHNOLOGIES

No Tracking of Personal Information. Our Site and Apps are not set up to track, collect, or distribute personal information not entered or permitted by users. Through website access logs and third-party affiliates Company does collect clickstream data and HTTP protocol elements, which generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our Site or downloads of our Apps. This information is used for internal purposes for research and development, user analysis, and business decision making, all of which allows us to provide a better Services. The statistics garnered, which contain no personal information and cannot be used to gather such information, may also be provided to third parties.

Use of Cookies. Company and its third-party vendors collect non-identifiable and personal information via various technologies such as "cookies." A cookie is an alphanumeric identifier that a website can transfer to a user's hard drive through the user's browser. The cookie is then stored on the user's computer as an anonymous tag that identifies the customer's computer, but not the customer. You can set your browser to notify you before a cookie is received, giving you an opportunity to decide whether to accept the cookie. You may also set your browser to turn off cookies; however, our Site or Apps may not then work properly. Please see the following for more information about how you can generally control cookies:

[Network Advertising Initiative's Consumer Opt-Out link](#)

[Digital Advertising Alliance's Consumer Opt-Out link](#)

[Your Online Choices](#)

We neither have access to, nor does this Privacy Policy relate to, the use of cookies or other tracking technologies that may be placed on the device you use to access the Site, our Apps, or our Services by non-affiliated third-party advertising network services. We are not responsible for any choices you make or the continued availability or accuracy of these mechanisms.

Use of Web Beacon Technologies. Company may also use Web beacon or other technologies to better tailor our Site to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Site, a non-identifiable notice of that visit is generated which may be processed by Company or by its suppliers. Web beacons usually work in conjunction with cookies. If you do not want cookie information to be associated with your visits to these pages, you can set your browser to turn off cookies. Web beacon and other

technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

Collection of Non-Identifiable Information. Company may collect non-identifiable information from user visits in order to provide better customer service. Examples of such collecting include traffic analysis, such as tracking of the domains from which users visit our Site or download an App; measuring visitor activity; Site, App, and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." Company or its contractors may use this data to analyze trends and statistics.

Notice Concerning Do Not Track. "Do Not Track" ("DNT") is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our Site for third-party purposes. We therefore provide a variety of opt-out mechanisms listed herein. However, we do not currently recognize or respond to browser-initiated DNT signals. Please visit the [Future of Privacy Forum's website](#) for more information on DNT.

PRIVACY POLICY CHANGES AND OPT-OUT RIGHTS

Changes to Privacy Policy. Company reserves the right to change its Privacy Policy at any time and without prior notice to you. Please review this policy periodically and especially before you provide any personal information. This Privacy Policy was last updated on the date indicated at the top of it. Your continued use of the Site and our services after any changes or revisions to this Privacy Policy indicates and constitutes your agreement with the terms of such revised Privacy Policy.

Opt-Out Right. You have the right at any time to cease permitting personal information to be collected, used, or disclosed by Company or by any third parties with whom Company has shared or transferred such personal information. Right of cancellation may be exercised by contacting Company via the contact information above. After processing the cancellation, Company will delete customer or prospective customer's personal information from its database.

ACCESS RIGHTS TO DATA

Information Maintained by Company. Upon your request, Company will provide a reasonable description of your personally identifiable information that Company maintains in its data bank.

Corrections and Changes to Personal Information. Please help Company keep your personal information accurate. If your personal information changes, or if you note an error upon review of your information that Company has on file, please promptly notify us at the above contact information and provide the new or correct information.

YOUR CHOICES

Your Choices, Generally. You may instruct us not to use your contact information to contact you by email, mail, or phone regarding products, services, promotions, and special events that might appeal to your interests by contacting us using the information above. In commercial email messages, you can also opt out by following the instructions located at the bottom of each email. Please note, regardless of your request, we may still use and share certain information as permitted by this Privacy Policy or as required by applicable law. For example, you may not opt out of certain operational emails, such as those reflecting our relationship or transactions with you.

Privacy Information for California, Virginia, Colorado, and Certain Other State Residents. Certain laws and regulations of these states, applying to residents of them, have additional, specific requirements regarding how we collect, use, and share your personal information (including as that term is currently defined in and governed under the Colorado Privacy Act (“CPA”), the California Consumer Privacy Act (“CCPA”) and the California Privacy Regulation Act (“CPRA”).

- (i) **Categories of personal information we collect.** Throughout this Privacy Policy, we discuss in detail the specific pieces of personal information we collect from and about our Site and App users. Under certain state regulations, we are also required to provide you with the categories of personal information we collect. The categories we collect are: identifiers (such as name, age or date of birth, email address, passwords, screen names, and account names); commercial information (such as transaction data); financial data (such as credit card information); internet or other network or device activity (e.g., IP address or app usage); geolocation information; and inference data about you (e.g., the products and services you might be interested in based on other products and services you use).
- (ii) **How we use and share these categories of personal information.** We use and share the categories of personal information we collect from and about you consistent with the various user and business purposes we discuss throughout this Privacy Policy. Please note certain state regulations including the CPA, CCPA, and CPRA set forth certain obligations for businesses that sell personal information to third parties. We do not engage in such activity and have not engaged in such activity in the past twelve months.
- (iii) Under certain state regulations you may make certain requests about your personal information. Specifically, you may request us to:
 - Inform you about the categories of personal information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting your personal information; and the categories of third parties with whom we share or disclose personal information.
 - Provide access to or a copy of certain information we hold about you.
 - Delete certain information we have about you.
 - Request that we not share or sell your personal information, or that we otherwise restrict disclosure of your sensitive personal information.
 - Correct your inaccurate personal information.
 - Request we limit our use of your sensitive personal information, including precise geolocation and private communications.

Please note that certain information may be exempt from such requests under applicable state laws. For example, we need certain information in order to provide certain services to you. We also will take reasonable steps to verify your identity before responding to a request.

Right to Non-Discrimination. Under certain state regulations, you have the right to not be discriminated against for exercising your rights. In regard to and as a result of such exercise, we may not:

- deny you goods or services that we would not otherwise;
- charge you different prices for services, whether through denying benefits or imposing penalties;
- provide you with a different level or quality of services; or
- threaten you with any of the above.

Shine the Light Disclosure. The California “Shine the Light” law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain

categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share personal information with third parties for their own direct marketing purposes.

Retention of Personal information. We retain your personal information for as long as necessary to fulfil the purposes described in this Privacy Policy, unless otherwise required by law. For example, We keep your account profile information for as long as you keep your Site or App account, but we may keep other information longer to comply with legal obligations. We do not retain personal information for any length of time longer than reasonably necessary for the purposes detailed in this Privacy Policy.

EXCLUSIONS

This Privacy Policy only applies to personal data or information we collect through our Site or Apps. This Privacy Policy does not apply to any unsolicited information you provide to us. All unsolicited information is deemed to be non-confidential, and we are free to reproduce, use, disclose, and distribute such information to others without royalty, limitation, or attribution.

ACCOUNTABILITY

If you have a question about this policy statement, or a complaint about Company compliance with this Privacy Policy, you may contact us at:

Masi Software LLC
PO Box 5003, Clinton, NJ 08809
info@geocam.app