

Notch.io Inc. ("Notch.io," "we," "our," or "us") places a strong emphasis on safeguarding the privacy and security of your personal information. As a mobile advertising platform specializing in mobile user acquisition, we collect personal information when you engage with our Site or Services. This Privacy Policy details our information collection practices and outlines how we utilize this information. By utilizing our website ("Site") or the associated services ("Service"), you acknowledge and agree to the terms of our Privacy Policy.

To stay aligned with evolving practices, we may periodically update this Privacy Policy to reflect significant changes in how we collect, use, share, or store your personal information. We encourage you to check this Privacy Policy regularly to stay informed. Your continued use of the Site or Service after receiving notice of changes or upon our posting of the new Privacy Policy signifies your consent to these modifications.

What's Covered in This Privacy Policy:

- Personal Information Collection Methods and Types.
- Personal Information Use and Disclosure.
- Personal Information Protection Measures.
- Children's Personal Information Practices.
- Third-Party Data Practices.
- Accessing and Modifying Your Personal Information.
- Contacting Us With Questions or Concerns.

Collecting Personal Information

*Defining Terms:*

- Personal Information: Data identifying or associated with a particular consumer or household.
- Deidentified Information: Information with safeguards preventing identification.
- Aggregate Information: Non-identifiable information about a group or category of individuals.

*Sources of Personal Information:*

Personal Information You Give Us: Provided when using the Site, like email addresses and responses to questions.

Personal Information From Third Parties: Obtained from business partners or individuals referring you to us.

Automatically Collected Personal Information: Data received during Site or Service usage, including browser type, IP address, device details, and online activities.

#### *Technologies for Automatic Data Collection:*

Cookies: Small files stored on your hard drive to enhance service.

Web Beacons: Electronic images for cookie delivery, visit counting, and email tracking.

Location Information: Data about your device's location.

#### Using Personal Information

Our primary objective in collecting personal information is to provide Site and Services. We employ this data to enhance services, confirm user authenticity, respond to inquiries, track engagement, and understand user needs better.

#### Disclosing Personal Information

Beyond specific instances detailed in this Privacy Policy, we may share personal information for services through contractors, business mergers, legal obligations, or with explicit user consent. Deidentified or Aggregate Information may be created and used at Notch.io's discretion.

#### Protecting Your Personal Information

While we maintain reasonable security measures, absolute security cannot be guaranteed. For inquiries regarding security, contact us.

#### Procedures Regarding Children

Our Site and Service are not intended for children under 13, and we do not knowingly collect personal information from them. If you believe we have such information, please contact us.

#### Third Parties

Links, content, and advertisements from third parties on the Site do not imply endorsement. We are not responsible for third-party privacy practices, and users are encouraged to review third-party privacy policies.

## How to Access, Modify, or Delete Your Personal Information

Users can access, modify, or delete personal information by contacting us. Certain information may be retained for legal obligations, transaction completion, or historical purposes.

## Opting Out

Users can opt out of certain activities related to personal information, such as promotional emails or behavioral-based advertising, through provided mechanisms.

## Residents of California

California residents may request information about third parties receiving personal information for direct marketing purposes. Rights under the California Consumer Privacy Act (CCPA) are acknowledged, and requests can be made by contacting us.

## European Economic Area Visitors

Applicable rights under European law, including access, rectification, erasure, and data portability, are recognized. Requests can be made by contacting us.

## International Operations

Notch.io is based in the United States, and this Site is hosted there. Users outside the U.S. providing personal information consent to its transfer, processing, and collection under U.S. laws. Where personal information is transferred from the EEA, we use standard contractual clauses. To request these clauses, email us.

## Contacting Us

For privacy-related queries or complaints, contact us at [hello@notch.io](mailto:hello@notch.io) or the provided mailing address. In the event of contacting you regarding personal information events, we may use email, telephone, or mail. We are committed to addressing privacy concerns fairly.