

PhotoMania for Chrome Privacy Policy

Last revised: August 15, 2018

This privacy policy ("**Privacy Policy**") governs the data collection practices of PhotoMania ("**Company**", "**we**", "**us**") that we use in connection with your use of our PhotoMania Chrome browser extension offered on our website and through various browser extension stores (the "**Extension**").

PhotoMania is a full featured photo editing application (the "**Service**"). The Service enables you to create effects, filters, e-cards and more on your photos via our web application. This Privacy Policy concerns **ONLY** the Chrome browser extension. Please refer to our Service privacy policy [here](#).

PhotoMania for Chrome, which is part of the PhotoMania product suite, is a Google Chrome Extension that allows users to edit any photo they encounter while browsing various websites.

The Company respects its users' privacy and makes every effort to provide a Service that meets industry standards. This Privacy Policy provides important and transparent disclosures on how and why we collect, share and use our users' data, and we encourage you to read the Privacy Policy carefully prior to using our Extension

IF YOU OBJECT TO THE TERMS DESCRIBED IN THIS PRIVACY POLICY, PLEASE DO NOT DOWNLOAD, INSTALL, OR ADD THE EXTENSION TO YOUR BROWSER OR USE THE SERVICE IN ANY MANNER.

What Information Do We Collect?

The first type of information we collect is non-identifiable aggregated information which is made available via your use of the Extension ("**Non-Personal Information**"). To put it simply, we have no idea what is the identity of the User from which we have collected the Non-personal Information.

Non-personal Information which is being gathered consists of technical information and behavioral information, as detailed below:

Technical Information:

- Type of operation system (e.g. Windows, Linux, etc.)
- Screen resolution (e.g. 1920x1080, 1600x900, 1280x1024, etc.)
- Screen Colors
- Service Provider
- Language (e.g. English)

Behavioral information (User's interaction with the Extension):

- Installation of the Extension
- Hovering over the PhotoMania tooltip
- Clicking on the PhotoMania tooltip to edit the photo
- Any similar behavioral information.

The second type of information we may collect when you install the Extension is identifiable information, namely information that identifies an individual or may with reasonable effort be used to identify an individual ("**Personal Information**"). The Personal Information is collected only when you voluntarily contact us, which may include your name and email address, provided that such

information will be used solely to communicate with and support you, and will not be shared with any third parties.

How is the data used?

We collect your information during your access or use of the Extension as detailed above. We use your information collected online based on our legitimate interests in improving the Extension and our Service, on the necessity of such information for the provision of our Service where applicable (as described in this Privacy Policy) or, where permitted under applicable law, on the implied consent that you provide by using the Extension or Service, by requesting support. In this context, we notably use your information in an effort to improve our users' experience, to communicate with you about our Service, and to enhance and improve our Extension.

Sharing Personal Information with Third Parties

We share Personal Information only in the following cases: (a) to satisfy any applicable law, regulation, legal process, subpoena or governmental request; (b) to enforce this Privacy Policy, including investigation of potential violations thereof; (c) to detect, prevent, or otherwise address fraud, security or technical issues; (d) to respond to claims that any content published on the Service violates any right of a third-party; (e) to respond to claims that unauthorized information (e.g. personal photos with content that may violate the Terms of Use) of a third-party has been posted on the Service; (f) to protect the rights, property, or personal safety of the Company, the Users or the general public; (g) when Company is undergoing any change in control, including by means of merger, acquisition or purchase of all or substantially all of the assets of Company; (h) pursuant to your approval, in order to supply certain services you have requested from Company; (i) to collect, hold and manage your Personal Information through a third party's cloud based services, as reasonable for Company's business purposes, which may be located in countries outside of your jurisdiction, including but not limited to the United States of America.

Sharing Non-Personal Information with Third Parties

While using the Extension we may be using third party software and/or service. Such software includes without limitation:

- Google Analytics, which privacy policy is available [here](#).
- Unimania, which collects anonymous and unidentifiable user demographics and ad data for market research purposes. For further information, please refer to Unimania's [privacy policy](#).

Data Transfer

We will take the steps required to ensure that international transfers of personal data (including Personal Information) meet all requirements under applicable data protection law. When personal data collected within the European Economic Area ("EEA") is transferred outside the EEA, we will take the steps required to ensure that the transfer of such data provides adequate safeguards, and you may exercise your rights, where applicable, to receive information on such transfer mechanism.

Opt-Out Right

You may opt out of the data collection and sharing process as follows:

PhotoMania for Chrome: by clicking on the Settings icon in the extension, and unchecking the box 'Help keep PhotoMania free by allowing for the collection of anonymous, non-personal user demographics and ad data for market research purposes'.

After you opt out, we will no longer collect and share your data as described in this Privacy Policy.

User Rights

Please note that, unless you instruct us otherwise, we retain the information we collect for as long as needed to provide the service described herein and to comply with our legal obligations, resolve disputes and enforce our agreements.

Where provided under applicable law (such as within the European Union), you may have the right to ask us to delete Personal Information which you have provided to us, subject to applicable exceptions, such as in order to preserve that information for anticipated litigation or demands from a regulator, or some or all of the following rights: the right to obtain information on our use of your Personal Information, the right to obtain a copy thereof, the right of data rectification, the right to data portability, the right to object to processing based on our legitimate interests, the right to restriction of the processing, and the right to withdraw your consent.

To assert any of these rights, please contact us by email to extension@photomania.net. Note that we may request proof of identity, and we reserve the right to charge a fee where allowed by law, such as in circumstances where your request is excessive.

Security

We take a great care in maintaining the security of the Service and your information and in preventing unauthorized access to it through industry standard technologies and internal procedures, including through the use of encryption mechanisms and firewalls. However, we do not guarantee that unauthorized access will never occur.

Changes to the Privacy Policy

The terms of this Privacy Policy will govern the use of the Service and any information collected therein. Company reserves the right to change this policy at any time, so please re-visit this page frequently. In case of any material change, we will make reasonable efforts to post a clear notice on the Service. Changes to this Privacy Policy are effective as of the stated "Last Revised" and your continued use of the Service on or the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes.

Got any Questions?

If you have any questions (or comments) concerning this Privacy Policy, you are most welcomed to send us an email to the following address: extension@photomania.net, and we will make an effort to reply within a reasonable timeframe.