

## **Welcome to the inphota Privacy Policy**

When you use inphota services, you trust us with your information. This Privacy Policy is meant to help you understand what data we collect, why we collect it, and what we do with it. This is important; we hope you will take time to read it carefully.

### **Privacy Policy**

inphota is a market research company, using surveys to enable access to event photographs that would traditionally be considered paid content. Answering quick question(s), subject to the number of photographs you wish to download, gives you immediate access to the content you want without having to pull out your wallet.

These surveys contain questions written and provided by survey creators that want to conduct market research. inphota earns money from the surveys that you complete. This service makes market research fast, accurate, and affordable, helps to fund great photographic content and enables you easily and quickly get access to it. Once the survey is complete, an aggregated report is provided to the survey creator about the specific question it asked.

In order to use the inphota website to access event photographs you'll need to login. This enables us to collate the results of our surveys and to improve our services. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these key terms first. Your privacy matters to inphota so whether you are new to inphota or a long-time user, please do take the time to get to know our practices – and if you have any questions contact us.

### **Data processing introduction**

All personal data is processed in accordance with the United Kingdom's Data Protection Act 1998 – because this is where the data is collated. Part of our compliance is the registration of the purposes for which we process data with the Information Commissioner's Office (ICO) – the "Notification". This Notification is available on the Public Register of Data Controllers on the ICO website, [www.ico.gov.uk](http://www.ico.gov.uk).

We share data with third parties as part of our contracted services and/or if we are required to do so by UK law. Our clients may process the data for other purposes which will fall under their Data Protection policy – we cannot accept any liability for processing conducted outside our remit.

### **The information we collect and how we use it**

We collect information to provide better services to all of our users – from figuring out basic stuff like which language you speak, to more complex things like which events you'd be most interested in.

We collect information in the following ways;

- **Information you give us.** Our service requires you to sign-up for an inphota account, when you do this we'll ask for personal information such as name, email address, D.O.B and postcode.
- **Through the surveys you complete.** In order to download content from the inphota website we'll ask you questions related to the event you attended. We'll record and store each answer you submit.
- **Information we get from your use of our services.** To improve our service we collect information about your use of the inphota website. This information includes;
  - **Device information.** We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). inphota may associate your device identifiers or phone number with your inphota Account.
  - **Log information.** When you use our services, we automatically collect and store certain information in server logs. This includes:
    - details of how you used our service
    - internet protocol address.
    - device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
    - cookies that may uniquely identify your browser.
  - **Cookies and similar technologies.** We use various technologies to collect and store information when you visit an inphota website, this may include using cookies or similar technologies to;
    - identify your browser or device.
    - monitor your session when viewing the inphota web site without logging in.
    - store your e-mail address and encrypted password
    - record when you complete a survey and how much of the survey you complete
    - the country you are viewing and what language you are using to view the web site
    - track certain information about you based upon your activity on our site or on a third party's site

We do not associate information stored in our cookies to personally identifiable information you submit to us while using the inphota web site.

You can refuse to accept cookies, free of charge, by adjusting the privacy settings of your web browser software. However, if you do not allow cookies from inphota, you may not be able to use all of the features on this Web site.

## **How we use information we collect**

Information is collected in a variety of ways, outlined in the section above. We use this data to customize and tailor your experience with the inphota website:

The data we collect may be used to;

- process the answers to surveys and summarizing the results.
- undertaking research surveys on behalf of third parties.
- transfer to service suppliers who undertake processing on our behalf and at our direction.

- to provide you with information relating to any benefits provided to you by any third parties, including but not limited to a benefit provided to you by our client in response to your answer to a survey.
- to identify your behavior in relation to Internet advertising through the use of specialist Cookies as outlined in our cookie and similar technology section above.
- to process any enquiries raised by you and other communications initiated by you in relation to your dealings with inphota and any services provided by inphota.
- contacting you by email to invite you to take part in surveys and when permitted by you, to send you electronic marketing communications keeping you informed about the activities of inphota and their partner companies
- provide clients with data files containing anonymous answers to survey questions, this information will not be used to identify you
- provide clients with information that may be used to build an advertising profile so that you may be served adverts appropriate to your interests

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

## Information we share

### Personally identifiable information

We do not share personal information with companies, organizations and individuals outside of inphota unless one of the following circumstances applies:

- **With your consent.** We will share personal information with companies, organizations or individuals outside of inphota when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information.
- **For external processing.** We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.
- **For legal reasons.** We will share personal information with companies, organizations or individuals outside of inphota if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to
  - meet any applicable law, regulation, legal process or enforceable governmental request.
  - enforce applicable Terms of Service, including investigation of potential violations.
  - detect, prevent, or otherwise address fraud, security or technical issues.
  - protect against harm to the rights, property or safety of inphota, our users or the public as required or permitted by law.

### Non-personally identifiable information

We may share non-personally identifiable information publicly and with our partners.

Examples of how we may share information include;

- to provide aggregated consumer survey results to our clients and their partners
- to advertise inphota's services

If inphota is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

## **Other useful privacy and security related materials**

### **Share with a friend**

If you choose to use our referral services to invite a friend to view their photo, we will ask for your friend's name and e-mail address. We will automatically send your friend a one-off e-mail on your behalf, inviting him or her to visit the site. We assume that you have permission from your friend to use their email address for this purpose. You may also request inphota to re-send the invitation on your behalf after a designated period of time has lapsed. inphota stores this information for the sole purpose of sending this one-off e-mail and tracking the success of the referral program. Your friend may contact us at [hello@inphota.com](mailto:hello@inphota.com) to request that we remove this information from our database.

### **Children's Privacy**

We do not seek to collect any personal information from children under 14 years of age. During the profile registration process, we collect birth date, and if an individual enters a birth date that indicates the individual is under 14, we block the registration and any personal information submitted by the individual is not saved in our database.

### **Facebook connect**

On the inphota site, you can log in to our site using sign-in services such as Facebook Connect or an Open ID provider. These services will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign up form. Services like Facebook Connect give you the option to post information about your activities on this Web site to your profile page to share with others within your network.

### **How to Edit or Correct your Personal Information**

By visiting [inphota.com](http://inphota.com), and clicking on "Personal Details" on the site, you may view/amend your personal information to better reflect your interests and view or modify personal information you have provided to us, including updating your contact information. When you are finished entering your updated information, click the appropriate button on the page to save your changes. Your changes will be recorded immediately

Should you wish to delete your account then please send us a request by using the Contact us section of the website.