

# ColorMe Privacy Policy

Your privacy is important to us.

It is ColorMe's policy to respect your privacy regarding any information we may collect while operating our iOS and android applications. Accordingly, we have developed this privacy policy in order for you to understand how we collect, use, communicate, disclose and otherwise make use of personal information. We have outlined our privacy policy below.

- We will collect personal information by lawful and fair means and, where appropriate, with the knowledge or consent of the individual concerned.
- Before or at the time of collecting personal information, we will identify the purposes for which information is being collected.
- We will collect and use personal information solely for showing it in ColorMe iOS or android applications, unless we obtain the consent of the individual concerned or as required by law.
- We will protect personal information by using reasonable security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.
- We will make readily available to customers information about our policies and practices relating to the management of personal information.

We will use anonymously uploaded photos in order to provide better performance of our algorithms. The anonymous information generated by cookies about your use of ColorMe service is transmitted to Amplitude – not us. This information is processed to compile statistical reports on iOS and android applications activity for this service only. We use these reports to evaluate aggregate visitor usage so that we can optimise the content, and its marketing, to better meet your needs.

We are committed to conducting our business in accordance with these principles in order to ensure that the confidentiality of personal information is protected and maintained. ColorMe may change this privacy policy from time to time at ColorMe's sole discretion.