

Privacy Policy



Effective date: December 01, 2015

The Privacy Policy explains how *Pic a Second* collects, uses, shares and protects information in relation to our (mobile) website and your choices about the collection and use of your information.

By using the website you understand and agree that we are providing a platform for you to post pictures and links, to the website publicly. This means that anyone visiting or using the website can see, use or share the content you provided. Thus, your content is publicly available. This Privacy Policy is consistent with the [Terms and Conditions](http://www.picasecond.com/terms-and-conditions) <http://www.picasecond.com/terms-and-conditions>.

This Policy applies to all visitors, customers and users.

We collect the following information:

Information provided by you:

- All information you provide us to obtain your second. This includes:
 - First & last name
 - Address
 - Email
 - Cell-/Telephone number
 - Private or commercial user
 - Company name
 - VAT identification number
 - Pictures including metadata
 - URL
- Any communication (e.g. emails, letters) between you and *Pic a Second*.

Information from Analytics:

This website uses tracking software to monitor its visitors to better understand how they use it, with the aim of improving the website. This software is provided by Google Analytics which uses cookies to track (information is sent by your device and/or the website) visitor usage. More information is provided in the following section "Information from cookies".

Information from cookies:

This website uses cookies to improve the visitors and users experience while visiting the website.

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users and visitors with a tailored experience within this website.

Users and visitors are advised that if they wish to deny the use and saving of cookies from this website on to their computer's hard drive they should take necessary steps within their web

browsers security settings to block all cookies from this website and its external serving vendors. Please note that if you set your browser to disable cookies or other technologies, you may not be able to access certain parts of the website and it may not work properly.

There are two kinds of cookies: Session and persistent cookies. Session cookies stay on your device until you stop to browse. Persistent cookies stay on your device until they expire or are deleted.

Google Analytics:

The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. If you do not want your data being used by Google Analytics you can install the [Google Analytics opt-out browser add-on](https://tools.google.com/dlpage/gaoptout) <https://tools.google.com/dlpage/gaoptout>. You can read Google's privacy policy [here](http://www.google.com/privacy.html) <http://www.google.com/privacy.html> for further information.

Information from log files:

Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page. It can also be provided when the content of the webpage is downloaded to your browser or device.

When you use the website, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the website, domain names, landing pages, pages viewed, and other such information. This is useful information in order to improve the website and is necessary to comply with different national laws (e.g. for value added tax purposes).

Identification of devices:

In addition to log files, we may also collect information about the device you are using *Pic a Second* on, including what type of device it is, what operating system you are using, device settings, unique device identifiers, and crash data. Whether we collect some or all of this information often depends on what type of device you're using and its settings. For further information please also check the policies of your device manufacturer or software provider.

Information from metadata:

Metadata is usually technical data that is associated with user content. E.g. if you take a picture the date of the shot is saved and stored under metadata.

How we use the collected information:

The information we collect is used to provide and improve a well-functioning website. In addition to the use of information specifically described in this Privacy Policy, we may use information that we receive to:

- remember information so you will not have to re-enter it during your visit;
- provide personalized content and information to you and others, which could include online ads or other forms of marketing
- provide, improve, test, and monitor the effectiveness of the website

- develop and test new products and features
- monitor metrics such as total number of visitors, traffic, and demographic patterns
- diagnose or fix technology problems
- contact you for product and service information, newsletters, advertisements. You can always withdraw from this by sending us an email with this intention.

How we share your information:

We will not rent or sell your information to third parties outside *Pic a Second* without your consent, except as noted in this Policy.

- We may share your information as well as information from tools like cookies, log files, and device identifiers, with third-party organizations that help us provide the website to you. These third-party organizations will be given access to your information as is reasonably necessary to provide the service under reasonable confidentiality terms.
- We may also share certain information such as cookie data with third-party advertising partners. This information would allow third-party ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.
- We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.
- Your uploaded pictures and links will be shared publicly and will be visible for everyone to see.
- If we believe that disclosure is reasonably necessary to comply with a law, regulation or legal request; to protect the safety, rights, or property of the public, any person, or *Pic a Second*; or to detect, prevent, or otherwise address fraud, security or technical issues.
- We may engage in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this Policy.

How we store your information:

- Your information collected through the website may be stored and processed in Austria or any other country in which *Pic a Second* has his service providers.
- We use reasonable safeguards to help keep the information collected through the website secure and take reasonable steps to verify your identity. However, *Pic a Second* cannot ensure the security of any information you transmit to *Pic a Second* or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.
- We are not responsible for the functionality, privacy, or security measures of any other organization.

How long do we store your information:

- *Pic a Second* may retain information (including your registration information) and user content for a commercially reasonable time, but at least ten years, at most the online availability of the website plus ten years, for backup, archival, and/or audit purposes.

Other websites and services:

We are not responsible for the practices employed by any websites or services linked to or from our website, including the information or content contained within them. Please remember that when you use a link to go from our website to another website or service, our Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies.

Our Policy on children's information:

Pic a Second is not directed to children under 13 years of age. If you learn that your minor child has provided us with personal information without your consent, please contact us.

How do we make changes to this Policy:

We may change this Policy from time to time, and if we do we will post any changes on this page. If you continue to use *Pic a Second* after those changes are in effect, you agree to the revised policy.