

Privacy Notice

Your privacy is important to us and therefore we put significant efforts into making sure that we secure personal information related to you properly.

This privacy notice explains our privacy practices in connection with the Add Music for Instagram Videos application (the “**Application**”) and it serves as an integral part of our Terms of Service.

Note that this privacy notice is subject to the laws of the State of Israel.

If you have any questions or comments about this privacy notice, please contact us at hello@videobakery.co.

About the Application

The Application provides you with tools to edit your photos and videos and combine them with songs, audio formats, images, and text, subject to the terms and conditions of our Terms of Service (the “**Services**”).

What Types of Personal Information Do We Collect and Why?

You are not legally obligated to provide us with any personal information related to you. Should you wish not to provide us with the requested personal information related to you, kindly do not download or use the Application and/or Services. You can remove the Application from your smart device at any given time.

When you download the Application, you will be required to permit us to access your smart device’s camera, microphone, and relevant data (including photos, videos, songs, and audio formats, saved on your smart device) (collectively, “**Your Data**”) to provide you with the Services.

We do not save Your Data on our servers. However, we do present thumbnails of your photos and videos for you to use the Services. We do not share such thumbnails with third parties unless required otherwise by (i) applicable law; or, (ii) the Apple Terms and Conditions.

We also collect traffic data of your activities, including your IP addresses, operating system information, session durations, log files, tracking pixel information, viewed screens, and additional analytical data for which we use Amplitude and Google Firebase, our cloud-based product-analytics platforms.

We use the above-said types of personal information related to you to provide, manage, and enhance the Application and Services, including by (i) addressing your requests and maintaining contact with you; (ii) improving the Application and the Services, including by establishing statistical data about our data traffic; (iii) preventing harm to the Application and Services, including by identifying and handling abusive activities, preventing cyber-attacks, fraud, identity theft, and any other unlawful or unauthorized use of the Application and Services; (iv) protecting the Application and Services from and against any legal action; (v) complying with applicable laws, rules, and regulations.

How Do We Share Personal Information?

We do not sell, rent, or lease personal information related to you.

We will share personal information related to you with our service providers and other third parties, as necessary, to fulfill the collecting purposes and provide you with the Services.

For example, we use our service providers to manage the transmission of our push notifications, host the Application's files and data, and provide us with usage analytics. These service providers have their privacy notices that they abide by; however, we make efforts to ensure that such service providers hold and maintain proper privacy notices.

We will report or share personal information related to you if we (i) believe that such personal information is illegal or abusive or violate any third-party rights; (ii) are legally required to do so by a government or regulatory authority; or, (iii) enforce contractual terms concerning the Application and Services.

A merger, acquisition, or any other structural change will require us to transfer personal information related to you to another entity, provided that the receiving entity will follow this privacy notice.

What Are Your Choices?

You can opt-out of our subscription push notifications through the unsubscribe option in the Application settings. In addition, you can opt-out of us collecting non-essential traffic data through your settings within the Application.

If you need our help, please contact us at hello@videobakery.co, and we will make commercially reasonable efforts to assist you.

How Can You Access and Modify Personal Information?

Note that we do not store personal information related to you on our servers.

You can contact us at hello@videobakery.co and request our assistance to access personal information related to you that is stored on our cloud-based product-analytics service providers' servers. If needed, we will ask you to provide us with certain credentials or details to make sure that you are who you claim to be.

If you find that personal information related to you is inaccurate, incomplete, or not up to date, please provide us with the necessary information to consider the correction or deletion of it, and we will consider your request following the applicable laws and regulations.

Where applicable, and upon your written request, we will address our cloud-based product-analytics service providers or any other relevant service providers, on your behalf, to fulfill your rights.

For How Long Do We Keep Personal Information?

We do not keep personal information related to you on our servers.

Personal information related to you is kept by our cloud-based product-analytics service providers for as long as necessary for the purposes for which such personal information is processed unless otherwise required under applicable law.

If we retain personal information related to you for any legitimate business purpose other than to operate the Application or provide the Services, we will make efforts to limit the access to such personal information and the retention time to a minimum.

Note that we can keep aggregated non-identifiable data without limitation.

How Do We Keep Personal Information Secured?

We implement information security measures, backed by internal policies and procedures, to secure personal information related to you and minimize the risks of theft, damage, loss of data, or unauthorized access.

These measures provide sound industry-standard security protection. However, although we make efforts to protect your privacy, we cannot guarantee that the Application or the Services will be immune from any wrongdoings, malfunctions, unlawful access, or other kinds of abuse and misuse.

Where Do We Store and Process Personal Information?

We do not store personal information related to you on our servers.

However, we use service providers to provide and improve the Services, such as our cloud-based product-analytics service providers, and, to the extent needed, transfer personal information related to you to them, provided, however, that such transfer of personal information is made in a secure manner and compliance with applicable laws.

For your information, acknowledgment, and consent, [Amplitude](#) and [Google Firebase](#), our cloud-based product-analytics platforms, store analytical data, which includes personal information related to you, in the United States of America.

Your use of the Application and Services signifies your acknowledgment and approval for such transfer of personal information related to you.

How we Change This Privacy Notice?

We can update our privacy notice from time to time after giving proper notice. If the updates have minor if any consequences, they will take effect 7 days after we post a notice on the Application. If the updates have substantial consequences, they will take effect 30 days after we post a notice on the Application.

Until the amended privacy notice takes effect, you can choose not to accept it and terminate your use of the Application and Services. If you continue your use of the Application and Services after the amended privacy notice takes effect, it will express your agreement to the amended privacy notice.

Notwithstanding the above said, if we need to adopt an amended privacy notice due to legal requirements, the amended privacy notice will become effective as soon as required by law.

Last Updated: December 16, 2020.