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GotIt Privacy Policy

This privacy policy ("**Privacy Policy**") describes the policies and practices of GotIt Ltd. ("**we**", "**us**" or "**GotIt**") regarding what information we collect, how we use it or share it and what choices you have. Please review this Privacy Policy carefully before making any use of our service and website ("**Service**"). When you sign up for or use our Service and each use of the Service by you constitutes your consent to the collection, transfer, storage, disclosure and other uses of your personal and technical information as described in this Privacy Policy. Irrespective of which country you reside in or supply information from, you authorize GotIt to use your information in any country where GotIt operates. You cannot use GotIt if you're under 13. If you learn that your minor child has provided us with information without your consent, please contact us.

In short – the policy includes the following topics:

- Information We Collect
- Our Use of Information We Collect
- Your Choices About Your Information (or - How You Can Protect Your Privacy)
- Sharing of the Information We Collect
- Links
- Changes to This Privacy Policy

Information We Collect

We collect information in two ways:

1. Information you give to us or give us permission to obtain.

When you sign up for or use our services, you voluntarily provide us with certain information. This can include your name, gender, currency you would prefer to use, profile photo, comments, GotIt lists, BuyIt lists, WantIt lists, email address you used to sign up, and any other information you provide us. If you're using GotIt on your mobile device, you can also choose to provide us with location data. You may also choose to provide us with customary information such as cell phone number.

You also may give us permission to access your information in other third party services such as social networks. For example, you may link your Facebook or Twitter account to GotIt by logging into GotIt using an existing Facebook or Twitter account or you may allow us to post on your Facebook or Twitter account. This allows us to obtain information from those accounts (for example your friends lists). The information we obtain from those services often depends on your settings or their privacy policies, so make sure you know what those are.

2. Technical information we get when you use our Service directly or indirectly via other websites or apps that have GotIt features.

Whenever you use a website, mobile application, or other Internet service, there's certain information gets created and recorded automatically in the course or as part of the use. The same is true when you use our Service. Here are the types of information we collect:

- Log Data. When you use GotIt or go to a webpage or use an app that has GotIt features (like our "GotIt\ButIt\WantIt" widget), our servers automatically record information ("log data")

including information that your browser sends whenever you visit a website or your mobile app sends when you're using it. This log data may include your Internet Protocol address, the address of the pages you visited that had GotIt features, browser/device type and settings, the date and time of your request, how you used GotIt, and cookie data.

- Cookie data. Depending on how you're accessing our products, we may use "cookies" (a small text file sent by your computer each time you visit our website, unique to your GotIt account or your browser), or similar technologies to record log data. We may use "session" cookies (that last until you close your browser) or "persistent" cookies (that last until you or your browser delete them). For example, we may use cookies to store your language preferences or other GotIt settings so you don't have to set them up every time you visit GotIt. We may use cookies for analytics purposes, i.e., to better understand how you interact with the Service and monitor aggregate usage by GotIt users and web traffic routing on the Service. Some of the cookies we use are associated with your GotIt account (including personal information about you, such as the email address you gave us), and other cookies are not. If you instruct your browser, by changing its settings, to stop accepting cookies, you may not be able to use all portions or functionality of our Service
- Device Information. In addition to log data, we may also collect information about the device you're using GotIt on, including what type of device it is, what operating system you're 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. There are different types of information we may collect when you use a Mac or a PC, an iPhone or an Android phone. To learn more about what information your device makes available to us, please also check the policies of your device manufacturer or software provider.

Our Use of Information We Collect

We use the information we collect to provide our Service to you and make it better, develop new services, protect GotIt and our users and promote GotIt Service. We use the information for the following purposes: Account Registration. We create your GotIt user account based upon the information you provide.

- Service Improvement. We shall use the information we gather in order to fix bugs and errors and improve our service.
- Customer Service. We use your information to respond to your questions and inquiries. We may also save any email and other information you send to us.
- Service Promotion and Customized Content. We may use your contact information to help others find your GotIt account including through third-party services and client applications. We may also send you updates, notifications and alerts and other customized content marketing, newsletters and other information about our Service. You may unsubscribe from the above services and use of contact information by changing your account settings in our Services (either web or mobile app as applicable). We may also present to you under the Service customized content as well as customized ads, based on the personal information we have about you, which we believe might be relevant to you.
- Finding Friends. We may import your contacts (which may include email addresses of friends or your friend list on a social networking site if your settings on such third party site permits it) to the Service so that you can connect with your friends and your friends can find you on the Service.

The information we collect may be "personally identifiable" or "non-personally identifiable" (meaning, respectively, it can or can't be used to specifically identify you). We use both types of

information, and combinations of both types, as described above. We may use or store information wherever GotIt does business, including countries outside your own.

Your Choices About Your Information (or - How You Can Protect Your Privacy)

You have several choices over your information on our Service. If you have a GotIt account, many of the choices you have on GotIt are built intrinsically in the Service or your account settings. For example, you can:

- Access and change your profile information. At any time, you may review, update, correct and in some cases delete certain information in your profile page. You may also choose whether your profile page is available to search engines, or whether others can find your GotIt account
- Link or unlink your GotIt account from an account on another service (e.g., Facebook or Twitter). In some services, you can also choose whether or not to publish your activity on GotIt to that service
- Determine if you wish to be included in all or part of the public lists or groups available through the Service and if you wish other users to be able to know that you are part of these lists.
- Choose whether GotIt will send you notifications and other customized content via email. If you decide at any time that you no longer wish to receive email communications from us, you can change the settings under “Account Settings” . GotIt reserves the right to send you notices about your account, even if you opt-out of all email notifications unless you specifically requested from us to send you nothing.
- Choose whether GotIt will be customized for you using information from off-GotIt websites or apps. If you have a GotIt account and don’t want your off-GotIt data to be used to tailor your experience, you can visit your account settings and update your “Personalization” preferences. If you don’t have a GotIt account or if you are logged out of the Service you may protect from tracking your browsing and information. Please consult your browser setting for additional information.
- Choose to close your account at any time. When you close your account, we’ll deactivate it and remove your WantIt\BuyIt lists and other information you provided to GotIt. We may retain archived copies of your information as required by law or for legitimate business purposes (including to help address fraud and spam, billing purposes, audits and other administrative purposes). We may also retain and use information that other users have stored or shared through GotIt.

You may further have choices available to you through the device or software you use to access GotIt. To learn more about these choices, please see the information provided by your device or software provider.

Sharing of the Information We Collect

We may share your information in a number of ways:

1. Sharing with other users and the online community

GotIt is a tool people use to find what they are looking for and make it a reality. When you create GotIt\WantIt lists, other GotIt users can view them. You may also provide us with profile page information that anyone can view.

2. Sharing with third party services

There are other limited instances where we may share your personal information include:

- We may share the information in your GetIt account (including "personally identifiable" information) with social networking sites that you have linked to your GetIt account (i.e Facebook, Twitter, Pinterest). These third parties have access to your information only for this purpose (unless the social networking site has received your information independently of the Service) and not for other purposes

We allow Users to link their Facebook, Pinterest and Twitter accounts to our Service. Users can post recent activity on our Service back to their Facebook account, and to some extent to their Twitter account. You will be prompted to decide whether or not your activity on the Service will be shared and disclosed on your Facebook or Twitter service. You can disable the foregoing features at any time by logging into your profile and selecting the option to disable Facebook or Twitter. Further, you may be able to edit your privacy settings for the content that you post which appears on your account settings on Facebook, Pinterest or Twitter by making selections in your "Edit Profile"

- Contingent upon your consent, we may share your information (including "personally identifiable" information) with other social networks (like Facebook or Twitter) when you've chosen to link to your GotIt account to those networks or publish your activity on GotIt to them. For example, you can choose to publish your WishIt list to Facebook or Twitter.
- We may use third party companies or individuals to collect or process personal information on our behalf based on our instructions and in compliance with this Privacy Policy. For example, we may collect data through a third party owning a website containing GotIt widgets, we may share information with our accountants to keep our books right or with a security specialist to find security bugs or improve our spam identification.
- We may engage in business transaction that involves some or all of our assets such a merger, acquisition, joint venture, and may be involved in bankruptcy, dissolution, reorganization, or other similar transaction or proceeding that involves the transfer of the information described in this Privacy Policy.
- We may be required to share information to comply with laws or upon a law authority request; We may disclose information to protect the safety, rights, or property of the public, any person or GotIt; or to prevent or stop activities we may consider to be, or pose a risk of being, illegal, unethical or legally actionable activity, as well as to prevent and otherwise prohibit fraud, security or other technical issues.

3. Sharing aggregated information

We may also share aggregated or non-personally identifiable information with our partners or other third parties. For example, we may tell a business using GoIt the percentage of people who saw and added something to their WishIt list after viewing it or how many people bought something.

Links

The Service may contain links to third parties' web sites. While we attempt to provide links to sites that value your privacy, we cannot be responsible for the content or privacy policies of such sites. We encourage you to carefully review the privacy policies of such third parties' web sites linked or provided through the Service prior to any use of such web sites.

Changes to This Privacy Policy

We may change this Privacy Policy from time to time, and if we do we'll post any changes on this page. If you continue to use GotIt after those changes are in effect, you agree to the revised Privacy Policy. If the changes are significant, we may provide more prominent notice or obtain your consent as required by law.