

## Vochi Privacy Policy

Last updated: July 21, 2022

### Thank you for using Vochi!

We are now part of the Pinterest family. Our mission is to bring you powerful tools for creative photo and video editing. This policy applies to the Vochi app and Vochi site. You can learn about the information practices for the Pinterest app, Pinterest website and associated services (and how to exercise choices related to Pinterest) by visiting the [Pinterest Privacy Policy](#).

We wrote this policy to help you understand what information we collect, how we use it and what choices you have about it. Because we offer a mobile app (“Vochi app”) and a website (“Vochi site”), some of the concepts below are a little technical, but we’ve tried our best to explain things in a simple and clear way. We welcome your questions and comments on this policy.

### Summary of Changes

We’ve updated this policy, including to provide more information to California residents, clarify choices you have, and to add a section about our policy concerning information about children.

### We collect information in a few different ways

#### 1. When you give it to us or give us permission to obtain it

When you use the Vochi app to edit photos and videos, much of the data processing occurs on your device, but we do download some photos and videos to improve our technology and services (see more info [below](#)) and to develop new effects and technology. In addition, when you first download the Vochi app, we collect certain information, including information about the types of content you plan to edit with our tools (such as nature or beauty) and the types of effects you’re interested in.

We also collect information if you communicate with us in other ways, such as by sending us an email to provide feedback about the Vochi app or interacting with us on social media.

#### 2. We get technical information when you download or use the Vochi app or visit the Vochi site

When you use mobile apps or websites, certain internet and electronic network activity information gets created and logged automatically. Here are some of the types of information we collect if you use the Vochi app or the Vochi site:

- Log data. Our servers record information (“log data”), including information that your browser automatically sends whenever you visit a website, or that your mobile app automatically sends when you’re using it. This log data includes your Internet Protocol address (which we use to infer your approximate location), browser type and settings, the date and time of your activity, how you used the Vochi app (such as video filters you clicked on or applied and how you interact with our feed), and device data (such as the version of the Vochi app you are using).
- Cookie data. On the Vochi site, we use “cookies” (small text files sent by your computer each time you visit our website, unique to your browser) or similar technologies to get log data.
- Device information. In addition to log data, we collect information about the device you

use to access the Vochi app or Vochi site, such as the type of device, operating system name and version, settings, unique device identifiers and crash data that helps us understand when something breaks.

### 3. Third parties share information with us

We also get information about you from third parties. Online advertising platforms share information with us to help us recognize you across browsers and devices and make conclusions about, for example, the effectiveness of our marketing campaigns.

In addition, if you publish social media posts that use Vochi effects, we may review these posts to help understand how our effects are used and which effects are popular.

### **What we do with the info we collect**

We're committed to continuing to improve and expand the video effects we develop and offer. To do that, we download some of the photos and videos users edit in the Vochi app and we use these downloaded photos and videos to improve the technology and effects we offer and to develop new services. We have a legitimate interest in using your photos and videos in these ways.

We also have a legitimate interest in using your information to:

- Conduct analytics and research on how the Vochi app is used and the types of photo and video effects that are most popular.
- Improve the products and services of our family of companies and offer new features.
- Respond to your questions or comments.
- Advertise the Vochi app to you on other sites and understand the effectiveness of our marketing campaigns. See the "[Choices you have about your information](#)" section below for more information.

Where we process your information based on your consent, you may withdraw this consent at any time. For example:

- We will rely on your consent to use your information in order to send you updates by push notification. Except for account service and legal notifications, you can decide to stop getting these notifications by updating your settings.
- Depending on your region, we'll rely on your consent where we deploy any cookies on the Vochi site other than those that are strictly necessary for the functioning of the site.
- We will also request your consent if we seek to share certain content you create using the Vochi app in our social channels.

### **Transferring your information**

We offer the Vochi app and Vochi site to users around the world. By using the Vochi app or the Vochi site, you authorize us to transfer and store your information outside your home country, including in the United States, for the purposes described in this policy. The privacy protections and the rights of authorities to access your personal information in such countries may not be

equivalent to those of your home country. See the section for [EEA Residents](#) to learn more about data transfers to and from that region.

### **Choices you have about your info**

Our goal is to give you simple and meaningful choices regarding your information.

- Your mobile device lets you choose whether and which of your photos and videos you edit using the Vochi app.
- Except for account service and legal notifications, you may choose to turn off push notifications from the Vochi app by designating that choice in the settings menu on your device.
- We support mobile device settings that limit how data may be shared with third parties for targeted advertising purposes.
- The browser you use lets you control cookies or other types of local data storage.

### **How and When We Share Information**

- If you choose to publish your edited photos or videos on other platforms, then information about that content will be shared with the platform on which you choose to publish, and your published photos and videos will be viewable by others in accordance with your privacy settings on that platform.
- We share your information with services we use to market the Vochi app on third-party sites and apps. You can opt out of such sharing by updating your device settings.
- If we've obtained your consent, we may share photos or videos you edited with Vochi effects publicly via our social channels. You can withdraw this consent at any time.
- We share your information with third-party companies, service providers or individuals that we employ to process information on our behalf based on our instructions and for the purposes described in this Privacy Policy. For example, we share data with cloud storage services. Some information we acquire may be collected by third-party providers on our behalf.
- We share your information with our corporate family of companies, including wholly-owned subsidiaries and affiliates. If we were to engage in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this Privacy Policy, we would share your information with a party involved in such a process (for example, a potential purchaser).

### **How Long We Keep Your Information**

We keep your information only so long as we need it to provide services to you and fulfill the purposes described in this policy. This is also the case for anyone that we share your information with and who carries out services on our behalf. When we no longer need to use your information and there is no need for us to keep it to comply with our legal or regulatory obligations, we'll either remove it from our systems or depersonalize it so that we can't identify you.

## **Our Policy on Children’s Information**

Children under 13 are not allowed to use the Vochi app or Vochi site. If you are based in the EEA, you may only use the Vochi app or Vochi site if you are over the age of 16.

## **Your Options**

You have options in relation to the information that we have about you. You may request access to the information we collect and hold about you and request we delete your information. You may also choose whether we may process your photos and videos for purposes of product improvement. Please visit the Personal Data section of the settings menu in the Vochi app to exercise these options, which you can access at this [link](#) from your device that has the Vochi app installed.

You may also [contact us](#) to exercise the following options:

- Have your information corrected or object to us processing your information. For example, you can ask us to stop using your information in certain circumstances, including when we share your content in our social channels based on your consent.
- Have the information you provided to us sent to another organization, where we hold this information with your consent or for the performance of a contract with you, and, where it's technically feasible for us to do so.
- Request more details about the information we collect and how and why we use and share it.

We will not discriminate against you if you choose to exercise your options related to your personal information. We work to be clear with you about your options and the consequences of exercising certain options. If you have questions, please [contact us](#).

## **Residents of the EEA**

If you have any questions about our data processing activities, the data controller you should contact is Pinterest Europe Ltd., an Irish company with its registered office at Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland. You can also contact our [Data Protection Officer](#).

If you think that we haven't complied with data protection laws, you have a right to lodge a complaint with the Data Protection Commission in Ireland or with your local supervisory authority.

Because our services operate worldwide, we may transfer the personal data of EEA residents to a country outside the EEA. Where we transfer information from the EEA to a country that doesn't provide an adequate level of protection, we'll only do so under appropriate safeguards to protect your information, like standard contractual clauses.

## California Residents

The California Consumer Privacy Act (CCPA) requires us to disclose categories of Personal Information we collect and how we use it, the categories of sources from whom we collect Personal Information, and the third parties with whom we share it, which we have explained above.

In the preceding twelve months, we have collected Personal Information from you, your devices, third parties, and from categories of sources otherwise described in the "[We collect information in a few different ways](#)" section of this Privacy Policy.

We are also required to communicate information about rights California residents have under California law. You may exercise the following rights:

- **Right to Know and Access.** You may submit a verifiable request for information regarding the: (1) categories of Personal Information we collect, use, or share; (2) purposes for which categories of Personal Information are collected or used by us; (3) categories of sources from which we collect Personal Information; and (4) specific pieces of Personal Information we have collected about you.
- **Right to Equal Service.** We will not discriminate against you if you exercise your privacy rights.
- **Right to Delete.** You may submit a verifiable request to delete the Personal Information about you that we have collected.

In order to verify your identity when you make a request, we may require you to respond to an email verification request.

We do not sell your Personal Information.

For more information about these rights and how to exercise them, please see "[Your Options](#)" above. You may also contact us at [privacy@vochi.ai](mailto:privacy@vochi.ai) to exercise these rights.

In addition to exercising these rights yourself, you may also designate an authorized agent to make these requests on your behalf. In order to do this, we may ask you to verify the request directly via email.

We collect the following categories of Personal Information and in the past 12 months, we have disclosed these categories of Personal Information for a business purpose to affiliates, service providers and third parties, as described in the [How and when we share information](#) section of this Privacy Policy:

- Identifiers, such as unique device identifiers and your IP address
- Internet or electronic network activity information, such as information about your device and your use of the Vochi app
- Electronic, visual, or similar information, such as photos or videos
- Other information you provide, such as a review of the Vochi app or if you provide feedback to us via email

We use and disclose this information for the business purposes described in the [What we do with the info we collect](#) section in this Privacy Policy, including to: provide the Vochi app, communicate with you to provide updates or respond to your comments and questions, audit the Vochi app, detect security incidents and prevent fraud, debug and repair errors, provide

customer service, conduct research and development and other activities to improve our services, understand how users interact with our services, and to market our services.

### **How we make changes to this policy**

We may change this policy from time to time and if we do, we'll post any changes on this page. The new policy will apply if you continue to use the Vochi app or access the Vochi site after those changes are in effect. If the changes are significant, we may provide a more prominent notice or get your consent, as required by law.

### **Contact Us**

The best way to get in touch with us is by emailing us at [vochiprivacy@pinterest.com](mailto:vochiprivacy@pinterest.com). If you live in the United States, Pinterest, Inc. is responsible for your information. You can contact Pinterest Inc. at 651 Brannan Street, San Francisco, CA 94107, USA.