

**Version 0.9** (On December 2016, Version .09 was in effect this was replaced on the 1st Of December 2020)

## **Duress™ Privacy Policy**

We give you tools to help you protect yourself, your friends and your family. This policy describes what information we collect and how it is used and shared. As you review our policy, keep in mind that it applies to all Duress brands, products and services that do not have a separate privacy policy or that link to this policy, which we call the “Duress” Services” or “Services”.

### **What kinds of information do we collect?**

Depending on which Services you use, we collect different kinds of information from or about you.

### **Things you do and information you provide.**

We collect the content and other information you provide when you use our Services, including when you sign up for an account, create or share, and declare emergencies. This can include information in or about the content you provide, such as the location of a photo or the date a file was created. We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.

### **Your networks and connections.**

We collect information about the people and locations you are connected to and how you interact with them. We also collect contact information you provide if you upload, sync or import this information (such as an address book) from a device.

### **Information about payments.**

If you use our Services for purchases or financial transactions (like when you subscribe to the Duress app), we collect information about the purchase or transaction. This includes your payment information, such as your credit or debit card number and other card information, and other account and authentication information, as well as billing, shipping and contact details.

### **Device information.**

We collect information from or about the computers, phones, or other devices where you install or access our Services, depending on the permissions you’ve granted. We may associate the information we collect from your different devices, which helps us provide consistent Services across your devices. Here are some examples of the device information we collect:

Attributes such as the operating system, hardware version, device settings, file and software names and types, battery and signal strength, and device identifiers.

**Device locations, including specific geographic locations, such as through GPS, Bluetooth, or WiFi signals.**

Connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number and IP address.

**How do we use this information?**

We are passionate about creating protective services for people. We use all of the information we have to help us provide assistance in an emergency. Here's how:

**Provide, improve and develop Services.**

We are able to deliver our Services, and respond faster in an emergency for you by using this information to understand how you use and interact with our Services. When we have location information, we use it to tailor our Services for you, like helping you to send police or others to your location in an emergency.

We conduct surveys and research, test features in development, and analyze the information we have to evaluate and improve products and services, develop new products or features, and conduct audits and troubleshooting activities.

**Communicate with you.**

We use your information to send you marketing communications, communicate with you about our Services and let you know about our policies and terms. We also use your information to respond to you when you contact us.

**Promote safety and security.**

We use the information we have to help verify accounts and activity, and to promote safety and security on and off of our Services, such as by investigating suspicious activity or violations of our terms or policies. We work hard to protect your account using teams of engineers, automated systems, and advanced technology such as encryption and machine learning.

**How is this information shared?**

**Sharing On Our Services**

People use our Services to protect themselves and others. We make this possible by sharing your information in the following ways:

**People you share and communicate with.**

When you share and communicate using our Services, we use your information to provide assistance. For example, when you declare an emergency, we use your location data to notify authorities of your location.

In some cases, people you share and communicate with may download or re-share this content with others on and off our Services.

**People that see content others share about you.**

Other people may use our Services to share information about you with the audience they choose. For example, people may share a video of you. If you have concerns with someone sharing a video of you, or nominating you as an emergency contact, contact us.

**Sharing within Duress companies.**

We share information we have about you within the family of companies that are part of Duress.

**New owner.**

If the ownership or control of all or part of our Services or their assets changes, we may transfer your information to the new owner.

**People that see content others share about you.**

Other people may use our Services to share information about you with the audience they choose. For example, people may share a video of you. If you have concerns with someone sharing a video of you, or nominating you as an emergency contact, contact us.

**Sharing With Third-Party Partners and Customers**

We work with third party companies who help us provide and improve our Services or who use advertising or related products, which makes it possible to operate our companies and provide services to people around the world.

**Here are the types of third parties we can share information with about you:**

**Advertising, Measurement and Analytics Services (Non-Identifiable Information Only).**

We want our advertising to be as relevant and interesting as the other information you find on our Services. With this in mind, we use all of the information we have about you to show you relevant ads. We do not share information that personally identifies you (personally identifiable information is information like name or email address that can by itself be used to contact you or identifies who you are) with advertising, measurement or analytics partners unless you give us permission. We may provide these partners with information about the reach and effectiveness of their advertising without providing information that personally identifies you, or if we have aggregated the information so that it does not personally identify you. For example, we may tell an advertiser how its ads performed, or how many people viewed their ads or installed an app after seeing an ad, or provide non-personally identifying demographic information (such as 25 year old female, in Madrid, who likes software engineering) to these partners to help them understand their audience or customers, but only after the advertiser has agreed to abide by our advertiser guidelines.

### **Vendors, service providers and other partners.**

We transfer information to vendors, service providers, and other partners who globally support our business, such as providing technical infrastructure services, analyzing how our Services are used, measuring the effectiveness of emergency response, providing customer service, facilitating payments, or conducting academic research and surveys. These partners must adhere to strict confidentiality obligations in a way that is consistent with this Policy and the agreements we enter into with them.

### **How can I manage or delete information about me?**

We store data for as long as it is necessary to provide products and services to you and others, including those described above. Information associated with your account will be kept until your account is deleted, unless we no longer need the data to provide products and services.

You can delete your account any time. When you delete your account, we delete things you have provided to us, such as your contact details. Keep in mind that information that others have shared about you is not part of your account and will not be deleted when you delete your account.

### **How do we respond to legal requests or prevent harm?**

We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of Australia where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; or to prevent death or imminent bodily harm. For example, we may provide information to third-party partners about the reliability of your account to prevent fraud and abuse on and off of our Services. Information we receive about you, including financial transaction data related to purchases made with Duress, may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm. We also may retain information from accounts disabled for violations of our terms for at least a year to prevent repeat abuse or other violations of our terms.

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