

# Privacy Policy for Spatial Touch™ for mobile application

Effective Date: 26<sup>th</sup> Oct. 2023

## 1. Introduction

Welcome to Spatial Touch™ ("the App"). This Privacy Policy explains how we collect, use, disclose, and protect your information, particularly when the App utilizes the camera to detect user's body gestures. Your privacy is important to us, and we are committed to ensuring that your personal information is handled responsibly.

## 2. Information We Collect

### 2.1. Camera Access

The App requires access to your device's camera to detect and analyze body gestures. The camera is used solely for this purpose and is not used to capture or store images or videos of you. No camera images are transferred to the internet, and all image information is processed locally on your device.

### 2.2. App Usage Data

We may collect data related to your interactions with the App, including the frequency and duration of use, the specific gestures detected, and other usage statistics. This data is anonymized and used to improve the App's performance and functionality.

## 3. How We Use Your Information

We use the information we collect purely for App Improvement. We may use anonymized usage data to enhance the performance and features of the App, ensuring a better user experience.

## 4. Data Sharing

We do not share your personal information with third parties. Any data collected is used solely for the purposes outlined in this Privacy Policy.

## 5. Data Retention

We retain your data only for as long as necessary to fulfill the purposes for which it was collected. We do not store any visual data captured by the camera.

## 6. Security

We take data security seriously. We implement industry-standard security measures to protect your information from unauthorized access, disclosure, alteration, and destruction.

## 7. Children's Privacy

The App is not intended for children under the age of 13. We do not knowingly collect information from children under this age. If you are a parent or guardian and believe that your child has provided us

with personal information, please contact us, and we will take steps to remove such information.

## 8. Google Admob/Adsense

The App utilizes Google Admob/Adsense, a third-party advertising service provided by Google Inc. ("Google"). Google Admob/Adsense may use cookies and similar technologies to display personalized ads and analyze user interactions with the ads. Please be aware of the following regarding Google Admob/Adsense:

### 8.1. Data Collected by Google Admob/Adsense:

- **Cookie Data:** Google Admob/Adsense uses cookies to track user interactions with ads and websites, including user preferences, browser type, operating system, and unique identifiers.
- **IP Address:** Google Admob/Adsense may collect and store the user's IP address to determine their approximate geographic location.
- **Device Information:** Information about the user's device, including the device type, model, and operating system, is collected to optimize ad delivery.
- **Browser Information:** Data about the user's web browser, such as the browser type and version, is collected for ad optimization.
- **Ad Interaction Data:** Google Admob/Adsense tracks how users interact with ads, including whether they click on ads or close them.
- **User Interests and Preferences:** Google Admob/Adsense may create user profiles based on their interactions with ads and websites to serve personalized ads that align with the user's interests and preferences.
- **Unique Identifiers:** Google Admob/Adsense may use unique identifiers associated with users' devices or Google accounts to deliver personalized ads and measure ad performance.
- **Third-Party Data:** Google Admob/Adsense may incorporate data from third-party sources to improve ad targeting and analytics.

## 9. Google MediaPipe

The App utilizes Google MediaPipe, a computer vision and machine learning library provided by Google, for body gesture detection and analysis. Please be aware of the following regarding Google MediaPipe:

### 9.1 Data Collected by Google MediaPipe:

Across all MediaPipe Android Solution APIs, the following data may be collected:

- **Device Information:** Google MediaPipe may collect information about your device, such as manufacturer, model, OS version, and available ML hardware accelerators (GPU and DSP). This data is used for diagnostics and usage analytics.
- **App Identification Information:** Information such as the app's package name or bundle ID and the app version may be collected. This data is used for diagnostics and usage analytics.
- **API Configuration:** Data related to the configuration of the MediaPipe API, such as image format, resolution, and the version of MediaPipe used, may be collected. This information is used for diagnostics and usage analytics.
- **Event Type:** Google MediaPipe may collect data about various events within the app, including

initialize, download model, update, run, and detection events. This information is used for diagnostics and usage analytics.

- **Error Codes:** Google MediaPipe may collect error codes for diagnostic purposes.
- **Performance Metrics:** Performance metrics related to the operation of Google MediaPipe may be collected for diagnostic purposes.
- **Per-Installation Identifiers:** Google MediaPipe may collect per-installation identifiers that do not uniquely identify a user or physical device. These identifiers are used for the operation of remote configuration and usage analytics.
- **Network Request Sender IP Addresses:** Google MediaPipe may collect network request sender IP addresses for remote configuration diagnostics. Collected IP addresses are retained temporarily.

## 9.2. How Google Uses Your Information

The data processed by Google MediaPipe is used exclusively for the purpose of providing gesture recognition within the App. It is not used for any other purposes, and no data is shared with third parties.

Contact Us

If you have any questions or concerns regarding this Privacy Policy or your data, please contact us at [contact@vtouch.io](mailto:contact@vtouch.io).

By using the App, you consent to the terms of this Privacy Policy.

**Vtouch, Inc.**

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This Privacy Policy was last updated on 30<sup>th</sup> Nov. 2023