

YOU-app by Fifth Corner Inc. Privacy Policy

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The Highlights of this Privacy Policy

Welcome to YOU-app by Fifth Corner Inc. Ltd! We make self-improvement simple and fun! Give us just one minute of your day, every day, and we'll help you live a happier, healthier life! YOU-app gives you micro-actions – complete the action with a picture and a comment, and sharing it with your friends, followers and the YOU-app community!

Fifth Corner Inc. ("Fifth Corner Inc.", "we", "us", "our") provides online and mobile services, including but not limited to, the YOU-app mobile application (the "Application" or "YOU-app") and the related website located at you-app.com (the "Site"), (the Application, the Site and other online and mobile services provided by Fifth Corner Inc. collectively, the "Service").

We know that your data and privacy is important to you. It is of utmost importance to us that we treat it with the respect and care it deserves. Below is a brief summary of our privacy policy:

- By using our Service you understand and agree that we are providing a platform for you to post content, including but not limited to, photos, comments and other materials ("User Content") to the Service and share that User Content in accordance with your privacy settings. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the Service, consistent with the terms and conditions of this Privacy Policy and our Terms of Use. Exercise care when sharing personal data when you use the Service, especially when using the social media functionalities of the Service.
- Data concerning health and wellness, which may form a part of the personal data collected by us, constitutes sensitive personal data. By using the Service you give your consent to the processing of sensitive personal data in accordance with the privacy practices described in this Privacy Policy. We may also collect, use and share location data, including the real-time geographic location of your device.
- The Service may include functionalities that enable us to access certain information directly from third-party services, devices and/or products. By choosing to integrate with the Service any services and accounts, devices and/or products provided by third parties, you give us your consent to receive, collect and process any data that we receive from such services, devices and/or products. Please be aware that we are not responsible for the privacy practices of any third parties.
- Submitting personal data about other individuals, such as pictures or contact information, may violate the privacy of these individuals, so use care.
- We may disclose your personal data to:
 - Other users of the Service;
 - To our advertising partners, in compliance with applicable laws;
 - To service providers;
 - To public authorities; and
 - To our subsidiaries and affiliates; or a subsequent owner, co-owner or operator of the Service in connection with a corporate reorganization.

1. Introduction

We know that you are concerned about how we use and disclose personal data, especially data regarding your health and wellbeing. This Privacy Policy tells you about the ways in which we protect your privacy and personal data we process about you.

Fifth Corner Inc. Ltd. ("Fifth Corner Inc.", "we", "us") is committed to protecting and respecting your privacy. This Privacy Policy (together with our terms of use available on you-app.com and any other documents referred to in it) applies to the YOU mobile application (the "Application") and you-app.com (the "Site") (the Site and the Application jointly the "Service") and sets out the basis on which any personal data we collect from you, or that you provide to us, will be handled by us. In this Privacy Policy, the term "personal data" means information that relates to an identified or identifiable natural person. "Sensitive personal data" means personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, and the processing of data concerning health, wellbeing or sex life. The data concerning health and wellness, which forms a part of the personal data collected by us, constitutes sensitive personal data. We process sensitive personal data to the extent necessary or appropriate for providing the Service to you. By accepting this Privacy Policy you give your consent to the processing of sensitive personal data in accordance with the privacy practices described herein.

BY USING THE SERVICE, YOU ACCEPT THE PRIVACY PRACTICES DESCRIBED IN THIS PRIVACY POLICY.

2. Privacy Practices of Third Parties; Social Functionalities of the Service

Please be aware that if you utilize the social media functionalities of the Service, other users of the Service will be able to see certain personal data you have submitted to the Service, including for instance your name and photo. Moreover, the users that you are friends with or that follow you in the Service may see personal information such as the Action Instances you are completing or have completed. Therefore, please be careful when sharing personal data about you generally in the Service and in particular with other users of the Service.

If you choose to invite someone to the Service through our "Invite friends" feature, you may select a person directly from the contacts list on your device and send an email from your personal account. You understand and agree that you are responsible for any charges that apply to communications sent from your device, and because this invitation is coming directly from your personal account, YOU-app does not have access to or control this communication.

We wish to remind you that this Privacy Policy applies to personal data that we process when you use the Service. It does not apply to any links to other users' or third parties' websites, services, material, content or applications, that you may encounter when you use the Service including without limitation, those provided by our Partners, you or other users (as defined in the Terms of Use). Please note that the Service may include functionalities that enable us to access certain information directly from third-party services, devices and/or products provided by our Partners. This information may relate for example to your physical attributes, such as activity level, where the relevant data would be obtained from for example a fitness device. By choosing to integrate with the Service any services and accounts, devices and/or products provided by the Partners, you give us your consent to receive, collect and process any and all data, including, without limitation, any personal data, that we receive from such services, devices and/or products provided by the Partners. Please also note that the collection, use and disclosure of any personal data by any Partners will be subject to such Partners' applicable privacy policies, and not to this Privacy Policy. We encourage you to carefully familiarize yourself with privacy policies applicable to any websites and/or services operated by third parties. Please be aware that we are not responsible for the privacy practices of any third parties.

3. Information We May Collect

In this Section 3 we describe the personal data we collect.

(i) Data You Provide to the Service and Data that We Get from our Partners Based on Your Consent

We may collect the following information from our users that may, in certain circumstances, alone or in connection with other data, constitute personal data. The information listed below is either provided directly by you, or we may obtain it from our Partners based on your decision to integrate the services, devices and/or products provided by the Partners with the Service. **Consequently, not all of the information listed below may be applicable to you, depending on if and which Partner services or devices you have decided to integrate with the Service:**

- Name, e-mail address, birthday, gender, bio;
- User ID and password;
- Picture of the user;
- Date when you joined the Service, and the date on which you previously used the Service;
- Data regarding the Action Instances you have engaged in within the Service, such as data about the Action Instances you have completed and/or have created, which users you are following and who are following you, your likes and comments, as well as the time and date when you last engaged with an Action Instance;
- All photos and text that you upload to the Service
- Your friends in the Service. If you wish, you can use our “Find friends” feature to locate other people with YOU-app accounts either through (i) third-party social media sites, (ii) by searching names, usernames or any other personal identifiers added by you on YOU-app
- Data about your location that you may have provided in the Service, including the venue ID (e.g. based on the ID of the venue on Foursquare), the name and the coordinates of the venue, the Action Instance affiliated with the venue;
- Data related to the social features of the Service, such as data on which users are friends with each other in the Service, information on any friend requests in the Service, and the comments and other user-generated content you generate in the Service;
- Data related to your use of the Service, such as password reset requests and other corresponding data; and
- Data on your account preferences, such as data on your preferences related to push notifications and email alerts and your default privacy settings for data entries.
- We may add more health and wellness related information, such as:
 - Data about your physical attributes, such as your weight and height, etc.;
 - Data about your physical activity level, such as time used for different levels of physical activity, distance you have moved and calories you have burned;
 - Data about the physical activities you engage in, such as the type of sport or other activity you do, the start time and the duration of the activity, the distance and the route, the climb, your average heart rate, your maximum heart rate, your average speed, your maximum speed, intensity of the activity and your descriptions and notes related to the activities, such as feelings or “vibes” you may record in the Service;
 - Data related to your sleep patterns, such as the start and end time of your periods of sleep, the minutes of REM, nREM and SWS sleep, times awoken, the minutes to fall asleep and minutes awake, and sleep efficiency.

Where applicable, if the data has not been provided to us directly by you, we also collect the source where we have obtained the data, such as the type of the personal fitness or body-monitoring electronic product offered by our third-party Partners.

Further, if you give your consent to integrate the Service into a Partner service, we may collect personal data, such as your user ID, name, and e-mail address, that are available in your public profile with the Partner service.

By uploading data to the Service you warrant that you own the Content that is posted by you or that you have the right to post the Content on the Service and the right to grant the rights and licenses described in our Terms and Conditions. You also warrant that the Content you post on the Service does not violate, misappropriate or infringe on the rights of any third party.

We do not claim ownership of any Content that you post on or through the Service. Instead, you hereby grant to Fifth Corner Inc. a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the Content that you post on or through the Service.

If you use a third party service, such as Facebook Connect, for signing into the Service, we may collect personal data, such as your user ID, name, photograph and e-mail address, which are available in accordance with the terms of service and the privacy settings of the third party service you use for signing into the Service. You may control the types of personal data available in the profile of such third party services by adjusting the privacy settings available therein.

Please note that we may collect, use and share location data, including the real-time geographic location of your device, in connection with your use of the Service, for example using satellite, cell phone tower or WiFi signals. We use the location data to provide location-based services and content to you, such as tracking the route related to your activities. If you have added information on preset activity sessions for a location specific activity, whenever your device is at the proximity of such preset location for a certain period of time, information on the preset activity session will automatically be added to your account information. You acknowledge and agree to the processing of location data in connection with your use of the Service.

Moreover, if you contact us, a record of this correspondence may be kept.

(ii) Data Collected Automatically

The Service may automatically collect the following information from the users that may, in certain circumstances, alone or in connection with other data, constitute personal data:

- **Usage data:** We collect usage data in our own database as well as use third party services including, but not exclusively, Flurry for usage tracking (<https://www.flurry.com>). We and third party services use, collect and store data on your use of the Application, including without limitation information on how long the Application is used per session, which Application screens are opened and for how long are they used, which buttons the user taps in the Application, information on the device used to access the Application, location in which the Application is used, and any crashes, exceptions or similar occurrences regarding your use of the Application.
- **Tokens:** We also collect information on push notification service tokens to identify which user is linked to which third-party device identifier, information on user API tokens to identify the authentication credentials for the Service, information on user SOURCE tokens to identify the authentication credentials for third-party services, and information gathered by server log files.
- **Cookies and similar technologies:** When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use the Service and provide features to you. We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.

- **Log file information:** Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device. When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may also collect similar information from emails sent to our users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.
- **Device identifiers:** When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by the Service. A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.
- **Metadata:** Metadata is usually technical data that is associated with User Content. For example, Metadata can describe how, when and by whom a piece of User Content was collected and how that content is formatted. Users can add or may have Metadata added to their User Content including a hashtag (e.g., to mark keywords when you post), geotag (e.g., to mark your location), comments or other data. This makes your User Content more searchable by others and more interactive. If you geotag your photo or tag your photo using other's APIs then, your latitude and longitude will be stored with the photo and searchable (e.g., through a location or map feature) if your photo is made public by you in accordance with your privacy settings.

Moreover, details of transactions you carry out through the Service, details of your visits to the Service including, but not limited to, traffic data and other communication data may also be collected.

4. The Purposes for Which We Use The Data

We use the collected personal data for the following purposes:

- To set up and maintain your registration with the Service;
- To communicate with you;
- To operate, develop, improve and protect the Service;
- To personalize the Service;
- To provide features available in the Service;
- To protect your and our rights and/or your and our property;
- To manage the Service;
- To process any transactions you may enter into in the Service;
- To ensure the technical functionality and security of the Service;
- To monitor metrics such as number of users, traffic and demographic patterns;
- To prevent and investigate fraud and other misuses;
- To audit and analyze the Service; and
- For market research and direct electronic marketing in accordance with applicable law.

We may use the data collected automatically for the following purposes:

- To manage the Service;
- To provide features available in the Service;
- To personalize the Service;

- To develop, improve, and protect the Service;
- To ensure the technical functionality and security of the Service;
- To audit and analyze the Service; and
- For market research.

5. How We Disclose Data

We will not sell, lease, rent or otherwise disclose the personal data relating to you to third parties without your consent, unless otherwise stated below.

The personal data collected in the Service may be disclosed in the following manner:

a) Personal data that you provide to the Service or that we obtain from third-party service providers:

We may disclose personal data you provide to the Service or personal data that we obtain from third-party service providers with the following categories of third parties:

- To other users of the Service in accordance with your privacy settings. In particular, please note that the user-generated content you may submit to the Service for instance on Action Instance posts, forums, profile pages and other functionalities and parts of the Service to which you are able to post information and material, may become public information and may be available to other users of the Service. We urge you to be very careful when deciding to disclose your personal data, or any other information, on the Service.
- To our advertising partners, in compliance with applicable laws;
- To service providers, payment processors and data storage service providers, which enable us to provide the Service to you;
- To public authorities, such as law enforcement, if we are legally required to so or if we need to protect our rights or the rights of third parties; and
- To our subsidiaries and affiliates; or a subsequent owner, co-owner or operator of the Service and their advisors in connection with a corporate merger, consolidation, restructuring, or the sale of substantially all of our stock and/or assets or other corporate reorganization, in accordance with this Privacy Policy.

b) Data collected automatically:

The data collected automatically in the Service may be disclosed to the following categories of third parties:

- To service providers, such as data analysis companies;
- To our advertising partners, in compliance with applicable laws;
- To public authorities, such as law enforcement, if we are legally required to do so or if we need to protect our rights or the rights of third parties; and
- To our subsidiaries and affiliates; or a subsequent owner, co-owner or operator of the Service and their advisors in connection with a corporate merger, consolidation, restructuring, or the sale of substantially all of our stock and/or assets or other corporate reorganization, in accordance with this Privacy Policy.

Moreover, we may disclose information to third parties in an aggregate format, meaning it does not constitute personal data and does not allow the identification of individual users.

What happens in the event of a change of control? If we sell or otherwise transfer part or the whole of YOU-app or Fifth Corner Inc. or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, User Content and any other information collected through the Service may be among the items

sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

6. Your Rights

You have the following rights with respect to the personal data we hold about you:

- The right to know what data we hold about you: If you would like to know what personal data we hold about you, please contact us at support@you-app.freshdesk.com. We seek to swiftly respond to your inquiry. We may charge a small processing fee if less than twelve (12) months has passed since your last inquiry relating to personal data we hold about you.
- The right to have incomplete, incorrect, outdated, or unnecessary personal data corrected, deleted, or updated. If you wish to make use of your rights stated above, or if you have additional questions regarding the correction, deletion, or updating of the personal data we hold about you, please contact us at support@you-app.freshdesk.com.
- You have the right to delete your account at any time. When you delete your account, we delete things you have posted, such as your pictures, comments and profile. 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. We store data for as long as it is necessary to provide products and services to you and others. 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. When you delete your account, Fifth Corner Inc., associated companies or Partners may keep information concerning you for a reasonable time for the purposes of backups, archiving and/or audits.
- The right to opt out of receiving electronic direct marketing communications from us: All electronic direct marketing communications that you may receive from us, such as e-mail messages, push notifications and SMS-messages, give you an option of not receiving such communications from us in the future. If you have any additional questions about electronic direct marketing received from us, please contact us at support@you-app.freshdesk.com.

7. Data Security

The security of your personal data is important to us. We use commercially reasonable physical and technical safeguards to secure your data. For example, our Service runs on servers located in a server facility that is under 24/7 surveillance, and we restrict access to servers to administrators of the Service. We also use SSL encryption for all data traffic. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect personal data about you, we cannot guarantee the security of your data transmitted to the Service; any transmission is at your own risk.

Where we have given you (or where you have chosen) a password that enables you to access the Service, you are responsible for keeping this password confidential. Please do not share your password with anyone.

8. International Transfers of Personal Data

The Service or some elements of it may be hosted on servers located in countries outside of the European Union and the European Economic Area. We use third party service providers and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to provide the service. These may be located at destinations outside the European Union. The laws applicable to the protection of personal data in such countries may be different from those applicable in your home country. By using the Service, you consent to personal data about you being transferred outside the European Union and the European Economic Area.

9. Children's Privacy

YOU-app does not does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the Service. The Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us either via e-mail at support@you-app.freshdesk.com, or by mail at the address for Fifth Corner Inc. Ltd, available at any point in time on you-app.com.

10. Changes to the Privacy Policy

From time to time we may change this Privacy Policy. You can tell when changes have been made to the Privacy Policy by referring to the "Last Updated" legend on top of this page. If we materially change the ways in which we use and disclose personal data, we will post a notice in the Service. Your continued use of the Service following any changes to this Privacy Policy constitutes your acceptance of any such changes made.

11. Questions or Concerns?

Should you have any questions regarding this Privacy Policy, your privacy as it relates to the use of the Service, or the protection of the personal data we hold about you, please contact us via e-mail at support@you-app.freshdesk.com, or by mail at the address for Fifth Corner Inc. Ltd, available at any point in time on you-app.com. We seek to swiftly resolve any concerns you may have.

Please note that e-mail communications are not always secure; so please do not include health related data, credit card information, passwords or other sensitive information in your e-mail messages to us.