

PRIVACY POLICY FOR MYEPAL

This privacy policy governs your use of the software application MYEPAL (“Application”) for mobile devices that was created by Software Goldsmith, Inc. The Application is a panic alert application which can contact emergency personnel and other individuals (identified by you) in the event of perceived danger or an emergency situation. The Application will communicate your actual location (via geolocation).

What information does the Application obtain and how is it used?

User Provided Information

The Application obtains the information you provide when you download and register the Application. Registration with us is optional. However, please keep in mind that you may not be able to use some of the features offered by the Application unless you register with us.

When you register with us and use the Application, you generally provide (a) your name, email address, age, user name, password and other registration information; (b) transaction-related information, such as when you download or use applications from us; (c) information you provide us when you contact us for help and; (d) information you enter into our system when using the Application, such as contact information for you and any other phone numbers you provide as emergency contacts.

We may also use the information you provided us to contact you from time to time to provide you with important information and required notices.

Automatically Collected Information

In addition, the Application may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the Application.

Does the Application collect precise real time location information of the device?

When you visit the mobile application, we use GPS technology (or other similar technology) to determine your current location in order to determine your location to be used when communicating with your emergency contacts and other emergency personnel in response to a user-triggered emergency situation. We will not share your current location with other users, partners or in any other manner not indicated above.

If you do not want us to use your location for the purposes set forth above, you should turn off the location services for the mobile application located in your account settings or in your mobile phone settings and/or within the mobile application.

Do third parties see and/or have access to information obtained by the Application?

No. We will generally not share your information with third parties. However, there are certain situations when we may need to disclose your information, as indicated below.

We may disclose User Provided and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- if Software Goldsmith, Inc. is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of this information, as well as any choices you may have regarding this information.

While Software Goldsmith, Inc. will not sell, rent, lease or otherwise share your personal information with others. Software Goldsmith, Inc. may share personal information with companies working on our behalf and Software Goldsmith, Inc.-owned business entities, contractors or consultants for the purposes detailed in this Privacy Policy. In any such cases, however, we require that the companies or entities adhere to privacy standards and policies at least as restrictive as those Software Goldsmith, Inc. has in place.

What are my opt-out rights?

You can stop all collection of information by the Application easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

Data Retention Policy, Managing Your Information

We will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. We will retain Automatically Collected information for up to 24 months and thereafter may store it in aggregate. If you'd like us to delete User Provided Data that you have provided via the Application, please contact us at privacy@softsmithinc.com and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly.

Children

We do not use the Application to knowingly solicit data from or market to children under the age of 16. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at privacy@softsmithinc.com. We will delete such information from our files within a reasonable time.

Security

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Application. Please be aware that, although we endeavor provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

Changes

This Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy to our website and informing you via email or text message. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes. You can check the history of this policy by clicking [here](#).

Your Consent

By using the Application, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the United States your information will be transferred, processed and stored there under United States privacy standards.

Contact us

If you have any questions regarding privacy while using the Application, or have questions about our practices, please contact us via email at privacy@softsmithinc.com.