

## **Privacy Policy**

### **Article 1 Contracting parties**

This app (herein after referred to as “the App”) is published by AR Media Productions Ltd

Under these Terms of use, any person using the App is considered as a user (hereinafter referred to as “the User”).

### **Article 2 Legal information**

The App is published by: AR Media Productions Ltd.

### **Article 3 Updates of the Terms of use**

AR Media Productions Ltd is likely to update this Terms of use.

Using the app after an update of the Terms of use will irrefutably presume of its full acceptance by the User.

### **Article 4 Term**

These Terms of use are concluded for the duration the User is using the App.

### **Article 5 Use of the Services**

AR Media Productions Ltd has developed an augmented reality application designed for smartphones and tablets (hereinafter referred to as the "App"). The user of the App can view on its smartphones and/or tablets augmented reality objects (hereinafter referred to as "AR content").

AR Media Productions Ltd allows the User to view AR content through a camera for which the App would require the following access from the user (camera) by which can be played.

### **Article 6 Personal data**

Please note that AR Media Productions Ltd respects your privacy. We do not receive any data from your device, nor do we send any data to a third party, no registration is required and therefore no personal data is collected or transferred by this application.

#### **Information we may collect**

We may collect, store and use the following kinds of personal information:

- information about your device and about your use of this app (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, app navigation etc);
- information relating to any transactions carried out between you and us on or in relation to this app, including information relating to any purchases you make of our goods or services;
- information that you provide to us for the purpose of registering with us;
- information that you provide to us for the purpose of subscribing to our online services, email notifications and/or newsletters;
- Facial tracking information in relation to app usability
- any other information that you choose to send to us;

#### **The main sources we collect data from are:**

- Website forms – when you sign up for newsletters and blog updates, or when you send an enquiry about one of our services, we collect your email address, telephone company and name. When you enquire further about our services, we ask for your name, email address, telephone number and company name, as well as the details of how we can help you.
- Billing information – when you use our services, we will require your email and address so that we may issue invoices to you.
- Survey data – we carry out surveys to gather feedback to improve our own services. We also gather customer insight on behalf of our clients. This is a key part of our research service so we have included a section below that should answer any questions you may have.
- Customer testimonials – we may ask you for feedback on how you found working with us.
- Other data you share with us – throughout communications with AR Media, you may share data with us. How we store and handle this data is addressed in Security Safeguards.
- Referral data – if you arrive at our site via a link from another site will record that information.

- Usage data – we collect usage data whenever you interact with our app. This may include app navigation, what you click on and more.
- Location data – we collect data from the device and application you use to access our services, such as your IP address and browser type. We also record your geographic location.

### Using your personal information

Personal information submitted to us via this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

### We may use your personal information to:

- administer the app;
  - improve your experience by personalising the app;
  - enable your use of the services available on the app;
  - send to you goods purchased via the app, and supply to you services purchased via the app;
  - send statements and invoices to you, and collect payments from you;
  - send you general (non-marketing) commercial communications;
  - send you email notifications which you have specifically requested;
  - send to you our newsletter and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
  - provide third parties with statistical information about our users but this information will not be used to identify any individual user;
  - deal with enquiries and complaints made by or about you relating to the app;  
Where you submit personal information for publication on our app, we will publish and otherwise use that information in accordance with the licence you grant to us.  
We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.
  - Enhance your app experience through facial tracking
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- Our clients are solely responsible for their own marketing emails and other communications; if you want to opt out of communications with them, you will need to contact them directly. However, any communication we design, or distribute for our clients, will include the option to opt out.
  - We respect your right to opt out of our communications at any time, you can request this [here](#). All of our marketing messages will include the option for you to opt out or update your communication preferences.

### Security of your personal information

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

### Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to: [studio@ar-media.co.uk](mailto:studio@ar-media.co.uk) or by post to; AR Media Productions Ltd, [12 Gregory Street, Northampton, NN1 1TA](#).

### Data controller

The data controller responsible in respect of the information collected on this website is AR Media Productions Ltd.

### Article 7 Intellectual property

The design, intellectual property and the creation of the GUI, platform concept and augmented reality capabilities are property of AR Media Productions Ltd. The design and creation of assets within the app are property of Northampton Borough Council.

The User shall not reproduce, represent, and more generally use the elements belonging to AR Media Productions Ltd without its express written prior authorization.

AR Media Productions Ltd grants the User with a non-exclusive and non-transferable right limited to the use of the App. Any use of the App and its creative works for commercial purposes by the User is strictly prohibited unless prior express written authorization of AR Media Productions Ltd.

For any non private purpose, the User shall not reproduce, download, use, distribute and / or communicate in whole or in part, in any form whatsoever, any creative work or data contained on the App, including the AR content, without the express prior written authorization of AR Media Productions Ltd.

**Article 8 Liability**

The User acknowledges and agrees AR Media Productions Ltd shall in no event be liable for any damages, direct or indirect, which the User may suffer as a result of the consultation of the App or by using its Services.

The User expressly agrees that this exclusion of liability reflects the allocation of risk.