



Privacy Policy

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Shoutaway is a fast and fun social media app that lets you share your location with your Facebook-friends ("friends") and other users (optional). Users can share with their friends and other users (optional) where they're hanging out by making "shouts". A shout is a time-limited photo or video that is displayed from a location and that disappears 24 hours from the time the shout was posted. Users can also make time-limited check-ins that disappears after 3 hours. Moreover, users have a profile of their own that can display up to 4 pictures (uploaded from Facebook or Camera roll) plus an "About me" text. Users is required display at least 1 profile picture.

This privacy policy describes how we (Shoutaway Invest AB and our subsidiaries) collect, use, and share your information whenever you use our Services. Those Services include every way you might interact with us: through our websites, mobile applications, and any of our other online products and services that link to this privacy policy.

We may change this privacy policy from time to time. But when we do, we'll let you know one way or another. Sometimes, we'll let you know by revising the date at the top of the privacy policy that's available on our website. Other times, we may provide you with additional notice (such as adding a statement to our websites' homepages or sending you a notification). Of course, if you ever have a question about our privacy policy, just visit <https://www.shoutaway.com>

Information We Collect

What You Directly Provide Us

For you to create a basic Shoutaway account, we need to synchronise your Shoutaway account with your Facebook account. Therefore, we collect your Facebook e-mail address and password, when you register for a Shoutaway account. We will also a collect at least 1 profile picture (either from Facebook or from your Camera Roll - that decision is up to you). This information allows us to help you or others to be "found" on Shoutaway.

What You Automatically Provide Us When You Use Our Services

Because Shoutaway is about sharing your location with people, there is some information we collect automatically when you access our Services, which we use to facilitate the broad range of communications offered through our Services, to provide you cool features and functionality, and to enable all the other purposes described in this privacy policy. We explain all this below:

- **Usage Information.** We collect information about your activity and the shouts you make and receive through our Services. For example, we collect information such as the time, date, sender, recipient of a shout, the number of shouts you make with your friends, which friends you exchange shouts with the most, and your interactions with shouts (such as when you open a shout or make a shout of your own). We also collect data on how often you chat. We also collect data on how often you use different functionality of our app.
- **Device Information.** We collect information about your device, including the hardware model, operating system and version, unique device identifiers (including MAC address and IMEI), browser type and language, and mobile network information. We also collect certain device information that will help us diagnose problems in the (hopefully rare) event you experience any crash or other problem while using our Services.
- **Location Information.** With your consent, we collect your device location so that you can use our location-based features and for any other purpose described in this privacy policy. Note that you can always revoke your consent by changing the settings or preferences on your device. If you do so, certain features of the Services will no longer function. And, of course, you can revoke your consent by deleting Shoutaway from your device.
- **Information Collected by Cookies and Other Tracking Technologies.** Like most online services, we use cookies, web beacons, and other technologies. Cookies are small data files stored on your hard drive or in device memory that store information about your use of the Services, which can, among other things, help us see which areas and features of the Services are popular and let us count visits. Web beacons are small pieces of software on a webpage or email that help us see how you interact with that webpage or email. Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our Services. To learn more about how third parties use such technologies on our Services, be sure to read the “Analytics and Advertising Services Provided by Others” section of our privacy policy.
- **Website Log Information.** We collect log file information when you use our websites. That information includes, among other things, your web browser type and language, access times, pages viewed, your IP address, and the website you visited before navigating to our websites.
- **Camera and Photos.** Many of our services require us to collect images and other information from your device’s camera and photos. For example, you won’t be able to post Shouts or upload photos from your camera roll to your Profile unless we can access your camera or photos.
- **Device Phonebook.** Because Shoutaway is all about communicating with friends, we may—with your consent—collect information from your device’s phonebook.

Information We Collect From Other Sources

If another user allows us to collect information from his or her Facebook account—and you're one of that user's friend on Facebook—we may combine the information we collect from that user's Facebook account with other information we have collected about you from your Facebook account. We may also obtain information from other sources and combine that with the information we collect through Shoutaway.

Information We Collect When You Contact Us

Whenever you have a question for our helpful Support team, just head over to <https://www.shoutaway.com>. Of course, when you contact the Support team or communicate with us in any other way, we'll collect whatever information you volunteer. For instance, if you submit artwork, files, or any other materials to us through our websites, we will collect what you give us.

How We Use Information

What do we do with the information we collect? The short answer is: Provide you with an amazing set of Services that we relentlessly improve. But we do a lot more as well, such as:

- Provide and deliver the products, services, and functionality that you request, and send you related information;
- Communicate with you. We may send you marketing communications on behalf of us or other companies; respond to your comments and questions; provide customer service; and send you technical notices, security alerts, and other informational messages;
- Monitor and analyze trends and usage;
- Develop, improve, and refine products, services, and functionality;
- Personalize the Services by providing advertisements, content, or features that match user profiles or interests. For instance, when you set up an account we may pre-populate certain account information based on the information we collect about you from other users;
- Verify your identity and prevent fraud or other unauthorized or illegal activity; and
- Carry out any other purpose for which the information was collected.

Where Information Is Processed

Shoutaway is based in Sweden. Although we welcome users from all over the world, keep in mind that no matter where you live or where you happen to use our Services, you consent to the processing and transfer of information in and to Sweden and other countries. We want you to know this because the laws of Sweden and those of other countries where your information is processed might not be as comprehensive or protective as laws in the country where you live. And while you're in another country, know that your information may be made available to government or law enforcement requests.

How We Share Information

Here's the type of information we may share about you with others and how we do so:

- When you make a shout, your recipients will see your Facebook username and your Shoutaway profile (consisting of your name, age, Facebook pictures and/or Camera Roll pictures (optional, minimum: 1 pictures required), an "About me" text (optional), etc.). But you're always able to block users, which means that blocked users are unable to see your shouts and tag you in their shouts. Blocked users cannot chat with you. If you ever want to block specific users, we let you do that through in the Settings section of the app.
- When you make or join a shout, the shout may be viewed by all Shoutaway users and may be publicly distributed outside of Shoutaway by us or third parties. Check out our [Terms of Use](#) for more information.
- When you let us access your Facebook account, we may share information about you with other users.
- We may share information about you with service providers who perform services on our behalf.
- With respect to jointly offered Services or functionality or services offered separately by other companies through our Services, we may share information about you with business partners to provide the Services and functionality you request and to communicate with you about those Services;
- We may share information about you in response to legal process or a request for information if we believe disclosure is consistent with, or required by, any applicable law, rule, or regulation; to investigate or remedy potential violations of our user agreements or policies, or to protect the rights, property, and safety of us, our users, or others; or in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- We may share information about you with your consent or at your direction, or as otherwise provided in this privacy policy.

The Services may also contain third-party links or be a co-branded or third-party-branded Service that's being provided jointly with or by another company. By going to those links or by using a co-branded or third-party-branded Service, you may be providing personal information directly to the third party, us, or both. You acknowledge and agree that we are not responsible for how those third parties collect or use your information. As always, we encourage you to review the privacy policies of every third-party website or service that you visit or use, including those third parties you interact with through our Services.

Shout Deletion

Delete is our default. That means that most shouts posted through our Services will be automatically deleted once they have been replaced or have expired. But—and this is important—you should understand that users who see your shouts can always save them, either by taking a screenshot or by using some other image-capture technology (whether that be software or even something as old-fashioned as a camera to take a photo of your device's screen). The same common sense that applies to the Internet at large applies to Shoutaway as well: Don't post shouts that you wouldn't want someone to save or share.

In most cases, once we detect that a shout has been replaced or has expired, we automatically delete it from our servers. And again in most cases, the Services are programmed to delete the shouts from the recipients' device as well.

A few final words on deletion: We can't guarantee that shouts will be deleted within a specific timeframe. And even after we've deleted shouts data from our servers, that same data may remain in backup for a limited period of time.

Analytics and Advertising Services Provided by Others

We may let other companies use cookies, web beacons, and other technologies on Shoutaway. These companies may collect information about how you use the Services and other websites and online services over time and across different services. The information collected may include unique device identifiers, device manufacturer and operating system, IP address, browser type, pages viewed, session start/stop time, links clicked, and conversion information. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity. Additionally, some companies may use the information they collect on our website and other websites to deliver targeted advertisements on behalf of us or other companies, including on third-party websites and apps.