## 디자이너: 죽거나 혹은 변화하거나

## Designers: adapt or die

## 디자이너의 역할

# The role of a graphic designer

데이타의 시각화 + 프로그래밍 Data visualization +

Programming

## 데이터야 놀자에서

## datayanolja

How to make a visualization more interesting and effective with technical tools?

## 개인정보 취급방침의 시각화

# Visualization of Terms and Conditions

Visualization of Terms and Conditions representing the ways of the information control system

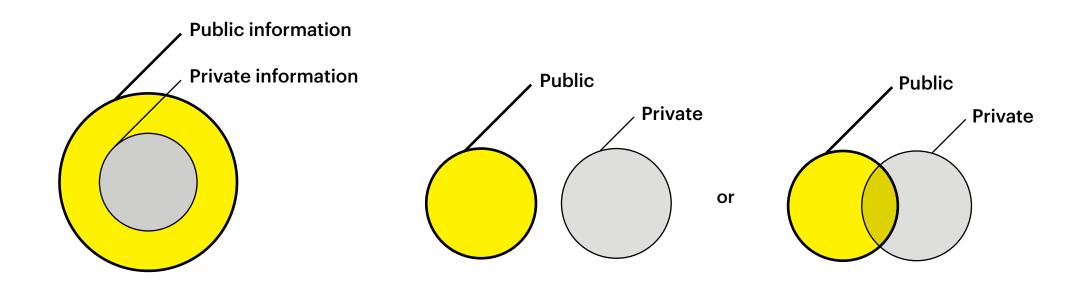
Social media experiment https://www.youtube.com/watch?v=5P\_0s1TYpJU

Personally identifiable information, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

### A situation is getting more complex



## Is there **a specific border** between private and public information?



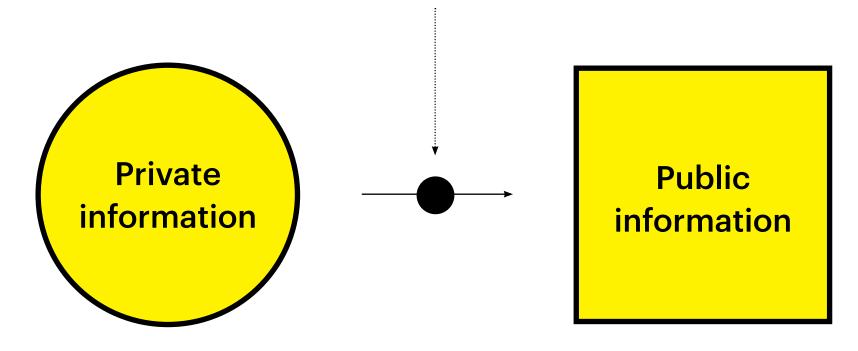


### **BREAK POINT**

The subject I was doing research in is quite abstract.

Therefore, I need an object to symbolize the private and public information.

## What is the stage between private and public information?



### Terms and conditions are rules which one must agree to abide by in order to use a service.

Terms of service can also be merely a disclaimer, especially regarding the use of websites.

4/13/2014

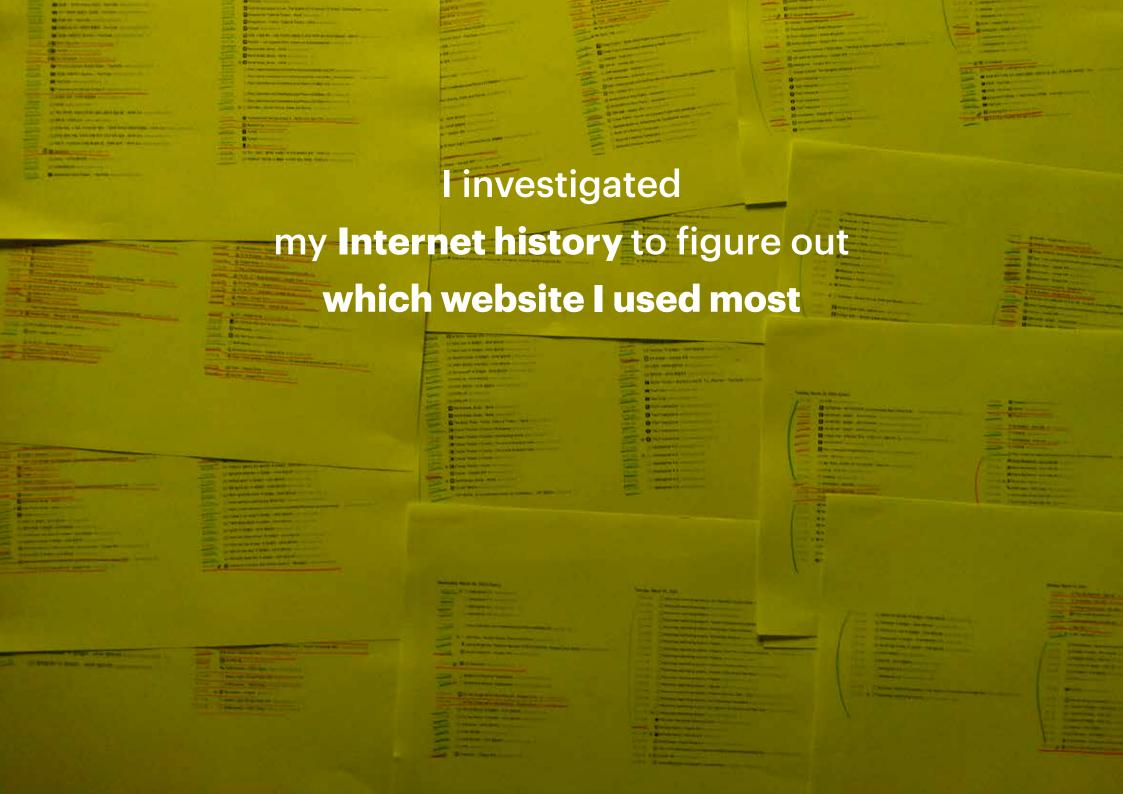
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### **Privacy Policy**

Your privacy is important to Apple. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.





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### Collection and Use of Personal Information

### Personal information is data that can be used to identify or contact a single person.

affiliates any other this person's pror previous manifestion anything you are in contact with Apple or an Apple affiliated conquery, Apple and its affiliates any other this person's observation with such that and use it constants with the surply heary. They may are constant in with some information in previous and improves on products, services, contact, and adventually. This was not required previous persons information that we have required, but, if you chose so to be on, in many cases we will not be able to provide you with our products or services or required to see quality you with any other persons.

Here are some examples of the types of personal information Apple may collect and how we may use it

- What personal information we collect

  \* When you create an Again IC, register your products, apply for commercial credit, purchase a product, download a software update, register for a class at an Apple festal Store, contact us or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.
- When you share your context with family and friends using Apple products, send gift certificates and products, or insite others to join your on Apple forums, Apple may collect the information you provide about those people such as name, maling address, small address, and
- a in the U.S., we may said for your fortid facustry number (SHI) but only in limited circumstances such as when setting up a window account

- How we use your personal information or the step you posted on Applich latest product encountements, software updates, and a The personal information was collect allows us to large you posted on Applich latest product encountements, software updates, and appointing water. Now don't want to large you are amiling list, you can opt and emplies by updating your preferences.

   You also use personal information to help us create, density, operate, deliver, and improve our products, services, context and adventising.
- and for loss presention and anti-flewed purposes.

  From time to time, we may see your personal information to send important notices, such as communications about purchases and
  charges to our forms, conditions, and policies. Seasone this information is important to your interaction with Agality, you may not out out of
- receiving these communications.

  \*We may also use personal information for internal purposes such as suditing, data analysis, and research to improve Apple's products, sentences, and customer communications.
- If you enter into a sweepstales, context, or similar promotion we may use the information you provide to administer those programs.

### Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we solited and how we may select.

- an Again product is used so that we can better understand customer behavior and improve our products, services, and advertising.

  We may called information regarding customer activities on our website, Cloud services, and Three Store and Born our other product and services. This information is our customers and the understand and services in the information is our customers and the understand and services.

If we do combine non-personal information with personal information the combined information will be treated as personal information for an

Apple I wholes, online service, interactive applications, mail amongos, and other interactive and on "politica" and other interactivity and a point day, and not because. These interings in their interactive individuals are found to the service and the service interactive interactive. For in which pairs in our water pages them wasks, and specials and measure the effectiveness of interactiveness and measure. The productive interactive i technologies as non-personal information. However, to the extent that internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information

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is combined with personal information, we treat the combined inform

Again and the purious was cooking and other technologies to include advantage ancient to control the number of time yet as a given of a finite purious of the control of th to appear on against only to Apple advertising services and does not affect interest based advertising from other adver-However, if you relact Limit Ad Floriding on your mobile device, third party ages are not permitted by contract to use the Advertising Identifier, a non-year adversarial sector investments or serve you targeted also.

Again and are partners also as includes and other indentingan to removable private information when you and an indexture, without a relative analysis and includes a result of the control of the analysis and includes a result of the analysis and includes a relative and include a relative private and include and include a relative private and include a relative private and includes a relative private and include a relative private and include a relative private and includes and include an admittable and includes and includes an include and admittable and includes and commissions were relative and includes and includes an include and admittable and includes and commissions were relative and includes and includes an include and admittable and includes and commissions were relative and includes an include an admittable and includes and includes an include an admittable and includes and commissions were relative and includes an include an include and includes and includes an include an admittable and includes and includes an include an admittable and includes and includes an include a m provincements. And homeling year contest information, product metal numbers, and information alread year or register year products, personalise year repeating system, set up year Cloud service, and provide you with he

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ation to understand and analyse trends, to administrat the site, to been about your behavior on the site, and to gother perceptation information about our user time as a whole. Again may use this information to our marketing and advertising solvior

is some of use most remosque, we use a "slick change) tolk," linked is somers or the Again minute. When unstames slick one of these talks, they pare through a separate seek server before particle as the destination page or not subject. We seek this slick-through does to help as the interest in particular mater and measure the effectiveness of the continue communications. If you profes not to be tracked in this may, you should not click test or graphs; this, in the exist messages.

Most tags enable on to send enabl messages to a format continues can read, and they sell us whether must has been opened. We may use this information to reduce or electrate messages used to customers.

All these depicts may make estain passenal information available to simple; partners that each with Augile to provide products and partners, or that help apple marker or comment. Our exempt, when you provides and entered you littless, you can be a partner of provides and exempt to the contract of the partners of the contract of the sensits, you can exempt the sensits, and contract the sensits of the sensitis of the sensitis of the sensitis of the sensities of the sen

Apple plants per coul information with companion who provide services only as information processing, extending results fulfilling common unders, definiting products in past, managing and enhancing common flats, providing recommon services, exceeding your increase in one products and services, and conducting common ensemble or activities in process. These companions are deligible of products was information products and services, and conducting common ensemble in activities in process. and may be located wherever hapte operates.

If may be receivery - by less, legal process, Hilpation, and/or requests flore public and governmental authorities within or conside you country of residence - for Apple to disclose your personal information. We may also disclose information about you if we determine that for payment of halloned security, has enforcement, or other sount of public importance, disclosure in necessary or appropriate

We may also disclose information about one of the deserting that disclosure is reasonably programs to address our terms and contiprotest our approximates or source distributedly, in the more of a mangeritation, marger, or take one may country any and all proteonal information we collect to the relevant third party.

### Pronection of Personal Information

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When you use name Apple products, services, or applications on procine on Apple Street, charmons, or social industribing menins, the personal information you share to stable to other owns and you he mad, collected, or used by these. You are expensible for the personal information por chance to united in these instances. For example, if you list poor same and enail address to a force pooring, that information is poblic.

### increase by and flatters has all flattered before a line.

Apple makes It ears for you to keep your personal information accounts, complete, and up to date. We will retain your personal information for the period secessary to fulfill the purposes outlined to this Privacy Pulicy unless a longer relation period to reported or personal to less.

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### Access to Personal Information

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at hosps://publica.go/account, for other personal information exh hold, and Eprovide you with account for any purpose including to require a contract the date of \$1 in inconcast or date date the date \$7 alpha is not required to relate in the law or for information business purposes. We need duction to process requires the area of the contract the date of \$1 in inconcasts or dated into the date of \$1 alpha in the required to the privacy of others, we extremely impactical, or for which account not described the process of the process of the which account not described the process of the

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To provide function found existing on Apple products, Apple and one partners and functions may milest, use, and share provide function flowers.

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For example, we may have gain gainst because with application provides where you go in to refer become services.

Some location-based services offered by Apple, such as the "Find My iffeone" feature, require your personal information for the feature to work

### Third-Party Sites and Services

Apple seasons, products, applications, and services may contain toke to Notice-party withinks, products, and services. Our products and services may also use or other products or services from Notice parts — Not company, a Notice party Memory, age, information colleges by these parties, which may reclude used Notice as sections date or contact datable, is governed by their privacy products. We encourage you to team should the privacy pricines of from their datable.

All the information you provide may be transferred or excessed by archine around the world as described in this Privacy Porks. Apple abides by the "salt helpfor" Remembris and Both by the U.S. Opportment of Commons regarding the collection, use, and relation of personal observables optionally organizations in the European Commonic Asses and Selections. Learn more short of the U.S. Opportment of Commons and Commonic Asses and Selections.

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### Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Apple employees and strictly enforce privacy suflequents within the company.

### Privacy Questions

If you have any questions or concerns about Apple's Privacy Policy or data processing or If you would like to make a complaint about a possible breach of local privacy laws, please contact us. You can always contact us by phone at the relevant Apple Support number for your country.

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may rafer your complaint to the relative regulator in your plantificient. If you set you, we will endeavor to provide you with information about relativest complaints a refuse and provided provided to provide you with information and and provided provided to your complaints are your complaints as your complaints are your complaints.

Apple may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website

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### Privacy & Terms

### Privacy Policy

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Compliance and cooperation with regulatory authorities

Changes

Specific product practices

### Other useful privacy and security related materials Last modified: 31 March 2014 view archived versions

Hide examples

These are many different ways that you concuse our services - to search for and draws information, is issuemanistate with other people or to ensults new content. When you alwass information and to up, for example by creating a <u>Special Appairs</u>, we can make those services excert before - to show you soon referent examine results and odd, to help you connect with people of the walk sharing with others quotate and assist, they you see permisses, we want you to be close how we're using information and the ways in which you can protect your

Our Privacy Policy explains

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Discrete Standard

- . What internation we sollect and why we sollect it.
- those was used fruit information.
- . The choices we offer, including how to access and update information.

He've that to keep it as unique as possible, but if you've not familiar with some line conkees. If addresses, plant forceses, then not about these key terms first. Your privary markets to Congle on whether you are new to Congle or a long time user, present do talls the lant to get to know you produce — and if you have any questions, comunitation page.

### Information that we collect

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  softwarefore according services that you use and how you use them like when you stat
  a writing that uses and everlainty pervise or you have and interact with any ade and
  context. This information includes:
  - · Bevice information

We may collect derrice electric information (such as your harbware-model, spending apaten service, <u>unique design identifiers</u> and metide nativest information indusing phono numbers. Geogle may associate your device identifiers or private associate with your Orosph Nativest.

### Log information

When you use our services or view northert provided by Congle, we may submedically collect and state ranker information in <u>ponystings</u>. This may include:

- distalls of how you send our service, such as your search goernes.
- . telephony log information, such as your phone number, salling-party

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- Effected annihold address
- device event information, such as creation, system authinly, hardware settings, immunitype, too year tanguage, the date and time of your request and returns Will.
- cookies that may uniquely identify your browser or your Geogle Account.

### Execution inhometics.

When you use a location-enabled Google service, we may collect until processe procession advantages as stated to colors, the GPS acques service a recolor device. Are may also use various techniques his determine occasion, such as service data from your device technique, for outsight, provide information as reserve. Will industry south, and models haven.

- Weiger application surries

Catalis services include a unique againstein number. This runtier and entimation about your materialistics file example. The operating exists injust and application version numbers may be sent to licogly when you institut or unimite. Test amoins or when that consist periodically contacts our sensors, such as the informatic contact.

### + Local storage

We may collect and sizes information (soluting personal information) locally on your dentire using mechanisms such as <u>Locaser and uturage</u> (including ITTM, 1) and application onto sections.

### · Cookies and anonymous identifiers

We and our partners see serious technologies to collect and soon information where you see a Coopen service, sect that many mouther secting one or many accides no amaginate seattless by your defense. We see an existing real accomprisous information when you interest with services that we offer to our partners, such as an inventioning a nanonal or Coopen has seen that may appear on other either.

### How we use information that we collect

We see the information that we collect from all of our services to provide maintains, protect and response them, to develop near notes and to protect Google and near some We also:

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use his information to other your saltured common – like giving you more retevent sewich results

We may see the name that we provide the your Google Profile access all of the services we risk that require a Google Accessor, in addition, we may replace past names associated aits your Google Accessor, so that you are appreciated consistently across all our services. Other users arrivedly here your exect or other information that identifies you, we may affect when your addition visible Google Profile information such a your reserve and continued.

When you contact Google, we may keep a resort of your communication to halp resorve any insures that you might be facing. We may use your mind address to inform you about our services, such as witing you where soout upcoming changes or improvements.

Are use information colorated how coloises and their incrinologies, like popil large, it improves their extrements or and the entered equally of our sentitive. For example, or always coursing page preference, we'll be able to have not survive appear in the introping you profine of their incrinologies, and to be able to their not survive appear in the introping you profine of their incrinologies, and their increases are able to a second or an extreme or threat increases and their increases are considered and the second or threat increases and their increases are considered and the second or threat increases and their increases are considered and the second or threat increases and their increases are also as a second or threat increases and their increases are also as a second or threat increases and their increases are also as a second or threat increases and their increases are also as a second or threat increases and their increases are also as a second or threat increases and their increases are a second or threat increases and their increases are also as a second or a second or

We may necessive personal information from one porvise with information, including personal information, two other Google services—for example, to easier to above though one people you know the eld not consider Coulom Cook and instruments and personally identifiable information when we have your open consent.

who will assi for your consent before using information for a purpose other than those set out in this Privacy Policy.

Google processes persons intomation on our severe in many countries around the legist. The way process your personal information on a server licelled exhalite the country where you for

### Transparency and choice

People have different privacy concerns. Out qual to to be clear about what information we solved, an that you can make insuring to chinces about how it is used. For example, you can

- figures and sceled certain types of information tind to your Douglit Account by using Google Dashboard.
- View and notifyour ade preferences about the lefs shown to you on Coopie and remes
  the web, such as which categorise might relensityou, using Ade Settings. You can also
  out our of cortain Google advertising services here.
- Use our eating to see and equal how your Google Profile appears to particular antividuals.

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 Take incomplicit out of many of our services.

You may also tell your timeser to block all copiums, including cookies secculard will not services or to indicate when a cookie is being set by us. Heavever, it is important to resemble that many of europervices new set has been properly if your cookies are disabled. For example, we may not remained not language preferences.

### Information that you share

Many of our cervisos let you share information with others. Furnamies that when you share effected or justicly. It may be indexamble by occupied requires, including Sharple, Our cervises private you with otherset optoce on staming and immoving your committy.

### Accessing and updating your personal information

Whenever you use our services, we sten to provide you with women to your personnal internation. If that internation is writing, we stem to give you wright to update it authorized to determ it — under some whom to be not distributions for it glimitate becames or chippy provides. When updates your personal information, we may saik you to writly your identity before we are action your or mount.

The way reject requests that are unmesonably repetitive, require deproportionals technical either the example, developing a raw survivor or hardwarehigh sharpping on relating propilitie), that the privacy definition, or would be externing respective; the relation, inspirate concerning efformation reaching or backup systems).

Where we can provide information dones and common, we will do so the orbitality, except where it would require a disproportionals offer. We aim to maintain our services in a manner that profice information from our controllar in machines destruction. Several of this, after your disease intermation from our services, we may not interectively device tracking organization of a disease profitting.

### Information that we share

We do not share personal information with companions, organizations and inclinitizate outside of Google unless one of the following commistences applies:

### With your consess

We will share personal information with companies, organizations or individuals mitted Codge when we have pour sensent to do so. We require opt-in comment for the whering of any possible personal information.

### With-domain admirativations

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- view statistics regarding your account, such as statistics regarding applications.
   fluid you install.
- change your account password
- suspend or terresist your account account.
- n societis or retain information stored as part of your account.
- months your account influence in order to salinly appropriate law, required, legal process or sylvensebble povermental request.
- most you ability to detele or edit information or princely settings.

Please refer to your domain advicabator's proving policy for more information

### . For extend processing

As provide personal information to our <u>afflights</u> or other busined businesses or persons to provide if the us, based on our indisactions and in compliance with our Privacy Policy and are other appropriate confidentiality and recurring resources.

### • For legal reserves

We will share personal information with companion, organizations on individuals outside Google F wy have a belief in good biffs that access, use, preservation or Sectional of the information is manufactor to assessant for

- mentary approache del regulation, equi process or entropache governmental regulation.
- entropy applicable Terms of Service, including investigation of potential violations
   defect, properly of denetics address hand, security or behavior inspec-
- protect squared here is the rights, properly or safety of Google, our swers in the leader, as required or servicinet by one

We may when a suprement, congenionally literalliable of properties of unity and with our pathers. The example, we may share information or connected takes. For example, we may share information publicly to show to not about the governal use of non-zero less.

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Procedure of the Control of Street Control

If Google is strictived to a merger, arousehot or asset tales, we will creative to ensure the social dentality of any personal information and give affected users notice before personal information in transferred to become substitute a Selective strice, or other.

### Information security

We sork hard to protect Google and our uses than unsufficient access to or unsufficient allmation, declarate or cophectors of information that we had, in periodic

- . We encrypt many of our services using SQL
- We offer you be about your published when you access your decide Account and a Safe Straight status or Google Chorine
- We nevee our information collection, etungs and processing practices, including physical security reposures, to prend against unauthorised access to systems.
- We immed access to personal interruption to Google improved, contractors and agents who require local that interruption in order to process it for us and who are subject to sent-contractual professional professional Tray may be disciplined or this contract immediated three talls in seen from obligations.

### When this Privacy Policy applies

Our Privary Policy applies to all of the services offered by Geogle Inc. and its affiliation, including services offered on other sites (sect as our advertising services), but excludes services with sequeste privacy policies that do set incorporate this Privary Policy.

Our Forwary Princy does not apply to senerce offered by other companies or individuals, including products or other fact may be displayed to you or easient weeks, where had may noticed though a senerce or other sitted features are resolved. Our Princy Princy does not prove the interview or produce of the princy of the senerce or interview or interview or acceptance and apparent for that devience our acceptance of the principles of the princ

### Compliance and cooperation with regulatory authorities

We regularly recover our compliance with our Persony Princy We also adhere to several got, regularly, frameworks. Which we seek whereal written compliance, we will casted the person who make the compliance to Authority, the wind the approximate regularity authorities, including possible principles and advantages on the principles and compliance are transfer of personal data but we control resolve with thou current deviation.

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Section Control

### Changes

Our Privacy Policy resy thange from time to time. We will not estude your right, under this Privacy Diviny without your appliet invessor. We will just any Privacy Divinity dranger on the page and, if the changes on significant, we will provide a more promised mode (including, to cerum sentices, event indication of Privacy Policy Variages). We will also keep prior versions of the Things Virtics in an arrived terry our review.

### Specific product practices

The following notices explain specific privacy practices with respectful certain Google products and services that you may use.

- + Chorne and Chorne OS
- Books
- Store
   Ether

### Other useful privacy and security-related materials

Further useful privacy and accords existed existrials can be bound through Google's <u>policies</u> and private underly.

- + Information about our <u>businessings and principles</u>, which includes, among other things,
- must information on • how Google uses content
- · Individuals we use for advertising
- A page first explained auditories like faces.
   A page first explaine what date is shared with Grought when you visit well-sides first use our advertisine, analytics and exist products.
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Apple and its partners use cookies and other technologies in mobil deliver ads that relate to your interests, and measure the effectiven relevance on your mobile device, you can opt out by accessing the using 105.6 or above operating system on your mobile device, you will continue to receive the same number of mobile ads, but they may still see ads related to the content on a web page or in an app on applies only to Apple advertising services and does in However, if you select Umit Ad Tracking on your mobile device, this a non-personal device identifier to serve you targeted ads.

is combined with personal information, we treat the combined info

Apple and our partners also use cookies and other technologies to and applications. Our goal in these cases is to make your experience first name lets us welcome you the next time you visit the Apple Or educator, your school — helps us provide a customized and more used device has shopped for a certain product or used a particular servic to your interests. And knowing your contact information, product se register your products, personalize your operating system, set up your products.

If you want to disable cookies and you're using the Safari web brow cookies. On your Apple mobile device, go to Settings, then Safari, a provider to find out how to disable cookies. Please note that certain disabled.

As is true of most websites, we gather some information automatic addresses, browser type and language, internet service provider (6 clickstream data.

We use this information to understand and analyze trends, to adm demographic information about our user base as a whole. Apple n

In some of our email messages, we use a "click-through URL" linke they pass through a separate web server before arriving at the dest determine interest in particular topics and measure the effectivene way, you should not click text or graphic links in the email messag

Pixel tags enable us to send email messages in a format customer. Information to reduce or eliminate messages sent to customers.

### Disclosure to Third Parties

At times Apple may make certain personal information available to that help Apple market to customers. For example, when you purd exchange the information you provide during the activation proces governed by Apple and your carrier's respective privacy policies. Per products, services and advertising, it will not be shared with third is

### Service Provider:

Apple shares personal information with companies who provide ser orders, delivering products to you, managing and enhancing custor products and services, and conducting customer research or satisful and may be located wherever Apple operates.

### Others

It may be necessary – by law, legal process, litigation, and/or required country of residence – for Apple to disclose your personal informal purposes of national security, law enforcement, or other issues of particular purposes.

We may also disclose information about you if we determine that d protect our operations or users. Additionally, in the event of a reor we collect to the relevant third party.

### Protection of Personal Information

Apple takes the security of your personal information very seriously protect your personal information during transit using encryption s Apple, we use computer systems with limited access housed in faci form including when we utilize third party storage.

When you use some Apple products, services, or applications or po information you share is visible to other users and can be read, coll you choose to submit in these instances. For example, if you list yo Please take care when using these features.

### Integrity and Retention of Personal Information

Apple makes it easy for you to keep your personal information accur

confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

### Information security

We work hard to protect Google and our users from unauthorised access to or unauthorised alteration, disclosure or destruction of information that we hold. In particular:

- · We encrypt many of our services using SSL.
- We offer you two-step verification when you access your Choogle Account and a <u>Safe</u>

  Browsing feature in Google CXU DESEC
- We review our information collection, storage and processing practices, including physical secuComplexistry ctures.
   We restrict accomplexist structure consumers.
- We restrict access to person and agents who need to know that information in order to process it for us and who are subject to strict contect terminated if they tail to meet these obligations.

### When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Google Inc. and its affiliates, including services offered on other sites (such as our advertising services), but excludes services with separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or size and a result in the companies of individuals, include Google services or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organisations that advertise our services and that may use cookies, pixel tags and other technologies to serve and offer relevant ads.

### Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. We also adhere to several <u>self-regulatory frameworks</u>. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

### Facebook

buffon) that other websites can use to present Pacebook content to you and create more social and tories on other sites, the content comes directly from Pacebook.

es plugins because it will ask you for pernission to access your information or to publish informat is, the plugin will ask your pernission to share your basic into with the website to make it easier to

ublic comment on a newspaper's website, then that website can access your comment (along with you

thating loon, you should assume that story is Public. For example, if you post a comment through a ne. Including the website, can see your story.

and ingegra and an access program to transport, may make the post-control of a constraint a

plate data in a way that it is no longer associated with you. Learn more at:

7) is a way for Facebook to help partners (such as Bing and Rollen Tomatoes) on and off Facebook to a social plugin can ofter. When you wist a site or app using instant personalization, it will know some ris in because sites and app u using instant personalization can access your User ID, your threat list, a

ou will see a notification letting you know that the site or app has partnered with Facebook to provid

sersonalization for that site or app. If you do that, that site or app is required to delete all of the infor ration program. In addition, we will prevent that elle from accessing your information in the future, e

litration for all partner elter and apps, you can disable instant personalization from the "Apps" settings ; as and apps will not be able to access your public information, even when your hiends visit those sites.

rough Facebook. Like all other apps, the site is required by our poscies to delete information about you

enter into an agreement with us designed to protect your privacy. For example, this agreement reqrecnalization when you first visit the site or app. It also prevents the partner from accessing any

as to see If any of their users are on Facebook and get those users' User IDs. This process is simil in this case, the email addresses are hashed on no aduational addresses are exchanged. The process is sufficiently as the second of the sec

ovide the site or app with your User ID and your friend list (as well as your age range, locale, and gend unts to make the site or app instantly excisit. The site can also access public information associated will by personalized. For or exemple, if the site is a marked calls, it can access your music interests to suggest or what they are listening to. Of course it can only access your or your friends' music interests little years get your specific permission.

name on a public search engine may see your public timeline (including in sponsored results). You settings page.

r Information as an application using Pacebook Platform.

elf on a public search engine, you may still see a preview of your timeline. This is because some so about how to request a search engine to remove you from cached information at:

ch people on and off Facebook. In addition to the information we provide in this section, you can also a series of the controls you have, by visiting our "Advertising on Recebook" page.

on that personally identifies you, such as your name or contact information) with advertisers unless y we have removed your name and other personally identifying information from it, or combined it with

sy use all of the information we receive about you to serve ade that are more relevant to you. For eas

or timeline,

and the last term of term o

particular appropriati

alth status, or political views) : for example, if you like a Page about gluten-free food, you may recei

example, if a person "likes" the "Star Trek" Page and mentions "Star Ware" when they check into a m I advertisers of sol-6 movies could ask us to target that category.

de with social context, meaning stories about social actions that you or your friends have taken. For Ired with a News Feed story that one of your friends likes that Page.

may serve just the accial context (such as with ade served by others), so that the ade are more relie is who pout's already sharing with on Facabook would see it when it is pained with an act. We also a yilready have about you (such as email addresses or whether you have visited their websites previt, including the relevant estings and controls available to you, by visiting the Advertising on Facabo

sho meet criteria the advertiser selects. So, if someone views or otherwise interacts with the ad, the lacked fibr example, that the comon is an 10-to-05-wear-old woman who lives in the U.S. and likes Visualization of the terms and conditions, helps people to better unterstand them

### **Privacy Policy**

Your privacy is important to Apple. So we've developed a Privacy Policy/
that covers how we collect, use, disclose, transfer, and store your information.
Please take a moment to familiarize yourself with our privacy practices and
let us know if you have any questions.

California Do Not Track Disclosure

### Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with Apple or an Apple affiliated company. Apple and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queties you may have.

Here are some examples of the types of personal information Apple may collect and how we may use it.

### What personal information we collect

- When you create an Apole ID register your products, apply for commercial credit, purchase a product, download a software update, register for a class at an Apple Real Store, contact us or participate in an online survey, we may collect a variety of information, including your name, making address, plane, number, email address, centerty references, and used in card information.
- When you share your content with family and friends using Apple products, send gift certificates and products, or invite others to join you on Apple forums, Apple may collect the information you provide about those people such as name, mailing address, email address, and observe number.
- In the U.S., we may ask for your Social Security number (SSQ) but only in limited circumstances, such as when setting up a wireless account and activating your iPhone or when determining whether to extend commercial credit.

### How we use your personal information

- The personal information we collect allows us to keep you posted on Apple's latest product announcements, software updates, and upcoming events, if you don't want to be on our mailing list, you can opt out anytime by updating your preferences.
- We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes.
- From time to time, we may use your personal information to send important notices, such as communications about purchases and
  changes to our terms, conditions, and policies. Because this information is important to your interaction with Apple, you may not opt out of
  receiving these communications.
- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Apple's products, services, and customer communications.
- . If you enter into a sweepstake, contest, or similar promotion we may use the information you provide to administer those programs.

### Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose nan-personal information for any surpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, unique device identifice plocation, and the time zone where
  an Apple product is used so that we can better understand customer behavior and improve our products, services, and advertising.
- We may collect information/fegarding easterner activates on our website; actoud services, and stance Store and from our other products and services. This information is apprepated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. <u>Aggregated data</u>/s considered non-personal information for the purposes of this Privacy Policy.

  Condition of the products of the privacy Policy.

If we do combine non-personal information with personal information, the combined information will be treated as personal information; for as long as it remains combined.

### Cookies and Other Technologies

Apple's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacoes. These technologies help us better understand user behavior, tell us which parts of our website people have voilted, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information, however, to the extent that ignormation of the extent that ignormation information by local law, we also treat these identifiers as personal information. Similarly, to the excent that non-personal information

4/13/2014 Apple - Legal - Privacy Policy

is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Apple and its partners use cookies and other technologies in mobile advectising services to control to manufact of times you are a given of, deliver ads that relate to your interests, and measure the effectiveness of ad campaigns. If your do not want to receive ads with this fevel of relevance on your mobile device, you can opt out by accessing the following link on your device, that //oo.apple.com. Alternatively, if you are using 105 to or above operating system on your mobile device, you may opt-out by electing Limit Ad Tracking (Learn More). If you opt out, you will continue to receive the same number of mobile ads, but they may be less relevant because they will not be based on your interests. You may still see ask related to the content on a web page or in an application or based on other non-personal information, Opting out through on apple, cern applies only to Apple advertising services and does not affect interest-based advertising from other advertising networks. However, if you select unit Ad Tracking on your mobile device, third party apps are not permitted by contract to use the Advertising klentifiers a non-personal device detrifier to serve you targeted ads.

Apple and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with Apple more convenient and personal. For example, knowing your first name lets us welcome you the next time you visit the Apple Online Store. Knowing your country and language—and if you are an educator, your school—helps us provide a customized and more useful shopping experience. Knowing someone using your computer or device has shopped for a certain product or used a particular service helps us make our advertising and email communications more relevant to your interests. And knowing your contact information, product serial numbers, and information about your computer or device helps us register your products, personalize your opplating system, set up your ichoul service, and provide you with better customer service.

If you want to disable cookies and you're using the Safari web browser, go to Safari preferences and then to the privary pane to disable cookies. On your Apple mobile device, go to Settings, then Safari, and then to the Cookies section. For other browsers, check with your provider to find out how to disable cookies. Please note that certain features of the Apple website will not be available once cookies are disabled.

As is true of most websites, we gather some information automatically and store it in log files. This information includes internet Protocol (IP) addresses, browser type and language, internet service provider (ISE), referring and exit pages, operating system, date/time stamp, and clicktream data.

We use this information to understand and analyze trends, to dominister the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Apple may use this information in our marketing and advertising services.

In some of our email messages, we use a "cick-through URL" linked to content on the Apple website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the entail messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

### Disclosure to Third Parties

At times Apple may make certain personal information available to strategic partners that work with Apple to provide products and services, or that help Apple market to customers for example, when you purchase and activate your iPhone, you authorize Apple and your carrier to excharge the information you provide curing the activation process to carry out service. If you are approved for service, your account will be governed by Apple and your carrier's respective privacy policies. Personal information will only be shared by Apple to provide or improve our products, services and advertising, it will not be shared with third parties for their marketing purposes.

### Service Providers

Apple shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, mahaging and enhancing customer data, browding customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Rople operates.

### Others

It may be recessary — by law, legal process, intigation, and/or requests from public and governmental authorities within or outside your country of residence — for Apple to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you/if we determine that disclosure/is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

### Protection of Personal Information

Apple takes the security of your personal information very seriously. Apple online services such as the Apple Online Store and iTunes Store protect your personal information during transitivating encryption such as Transport Layer Security (TLS). When your personal data is stored by Apple, we use computer systems with limited access housed in facilities using physical security measures. iCloud data is stored in encrypted form including when we utilize third party storage.

When you use some Apple products, services or applications of post on an Apple forum, chat room, or social networking service, the personal information you share is visible to either users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

### Integrity and Retention of Personal Information

Apple makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy onless a longer retention period is required or permitted by law.

### Apple - Legal - Privacy Policy

### Access to Personal Information

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at https://appleid.apple.com/, For other personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if apple is not required to retain it by law or for legitimate business perposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely imprectical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made through the regional Privacy Contact Form.

### Children

We do not knowingly collect personal information from children under 13 except where a parent has set up an Apple ID for their child through the Apple ID for Students program and provided Apple with verified parental consent. Learn more about the Apple ID for students program and device parental controls. If we learn that we have collected the personal information of a child under 13 without first receiving verifiable parental consent we will take steps to delete the information as soon as possible.

### Location-Based Services

To provide location-based services on Apple products, Apple and our partners and licensees may collect, use, and share precise location data including the real-sime geographic location of your Apple computer or device. This location data is collected anonymously in a form that does not personally identify you and is used by Apple and our partners and licensees to provide and improve location-based products and services. For example, we may share geographic location with application providers when you opt in to their location services.

Some location-based services offered by Apple, such as the "Find My iPhone" feature, require your personal information for the feature to work.

### Third-Party Sites and Services

Apple websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties — for example, a third-party ifficine app, information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

### International Users

All the information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. Apple abides by the Safe harbor "frameworks set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected by organizations in the European Economic Area and Switzerland. Learn more about the U.S. Department of Commerce Safe Nation Program.

Please note that personal information, including the information provided when using iCloud, regarding individuals who reside in a member state of the European Economic Area (EEA) and Switzerland is controlled by Apple Distribution International in Cork, Ireland, and processed on its behalf by Apple Inc.

Lizembourg and processed on its behalf by Apple Inc.

### Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Apole employees and strictly enforce privacy safeguards within the company.

### **Privacy Questions**

If you have any questions or concerns about Apple's Privacy Policy or data processing or if you would like to make a complaint about a possible breach of local privacy laws: please contact us. You can always contact us by phone at the relevant Apple Support number for your country.

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may refer your complaint to the relevant regulator is your jurisdiction. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

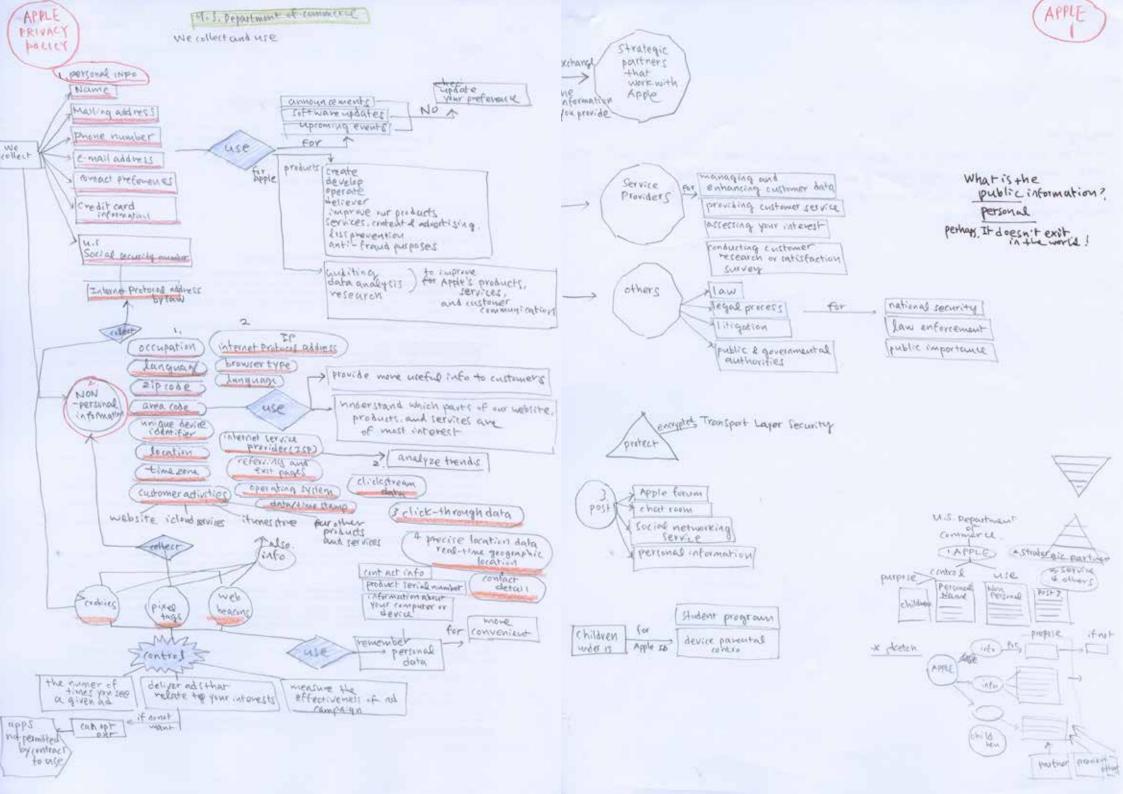
Apple may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

Apple Inc. 1 Infinite Loop, Cupertino, California, USA, 95014

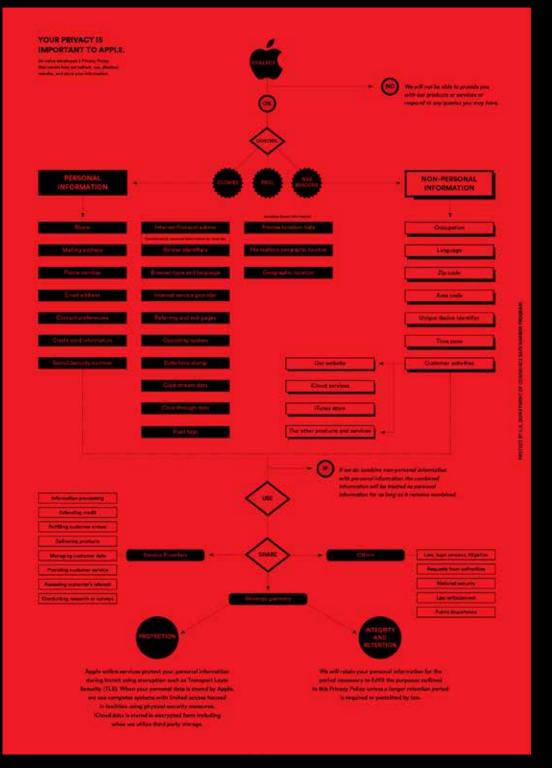


Apple loc. has been awarded TRUSTe's Privacy Seal signifying that this Privacy Policy and practices have been reviewed by TRUSTe for compliance with TRUSTe's program requirements including transparency, accountability, and choice regarding the collection and use of your personal information. The TRUSTe program does not cover information that may be collected through downloadable software. If you have questions or complaints regarding our Privacy Policy or practices, please contact us. If you are not satisfied with our response, you can contact TRUSTe.

Last updated: 1 March, 2014

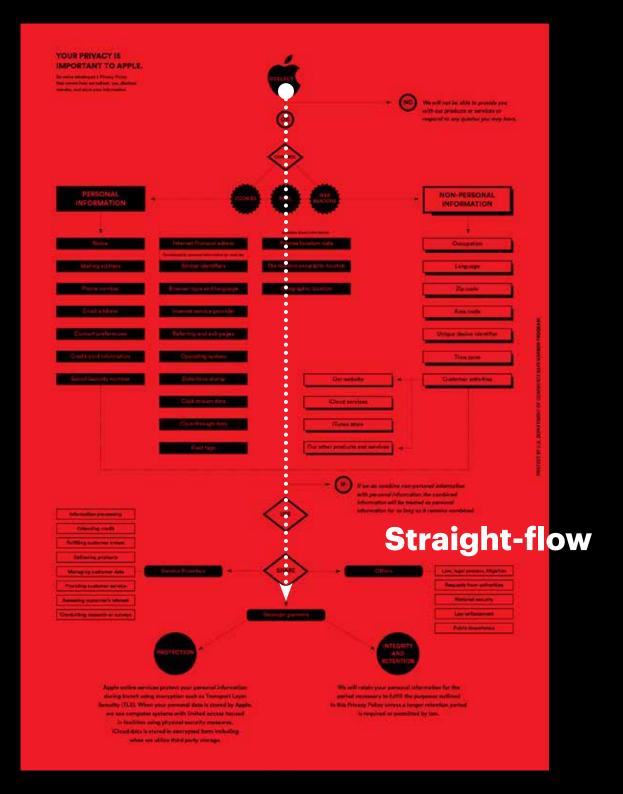


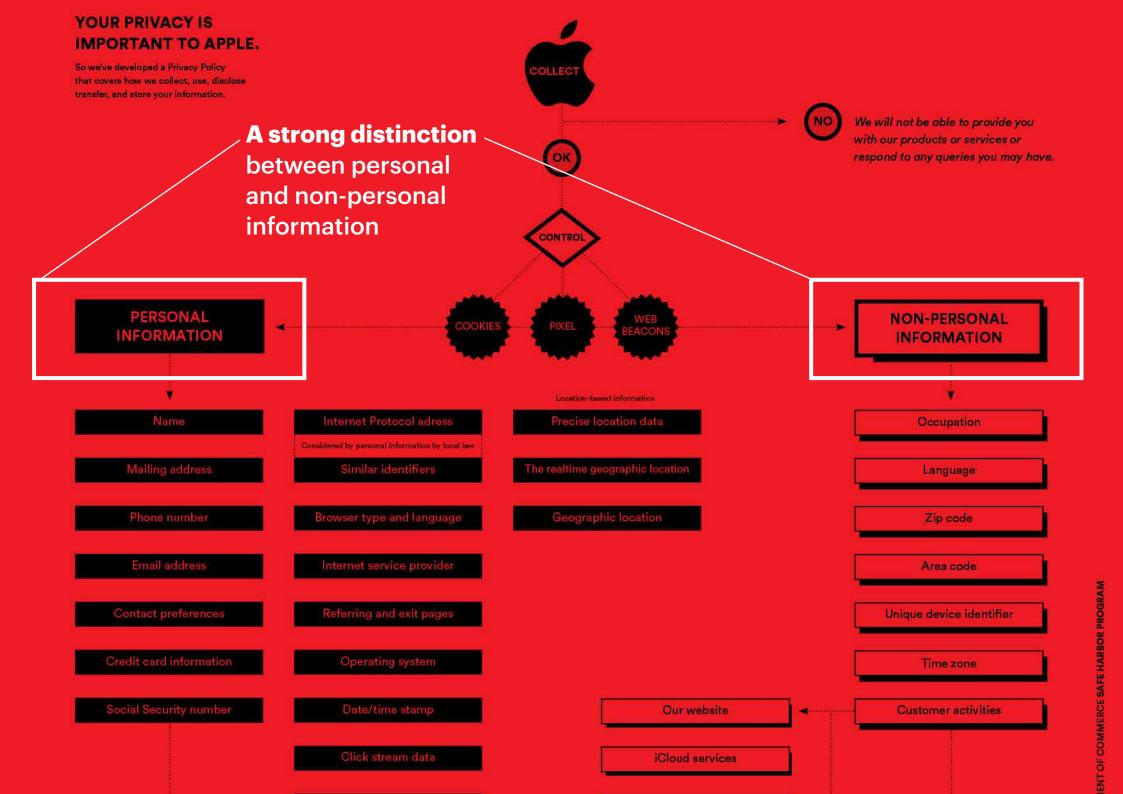
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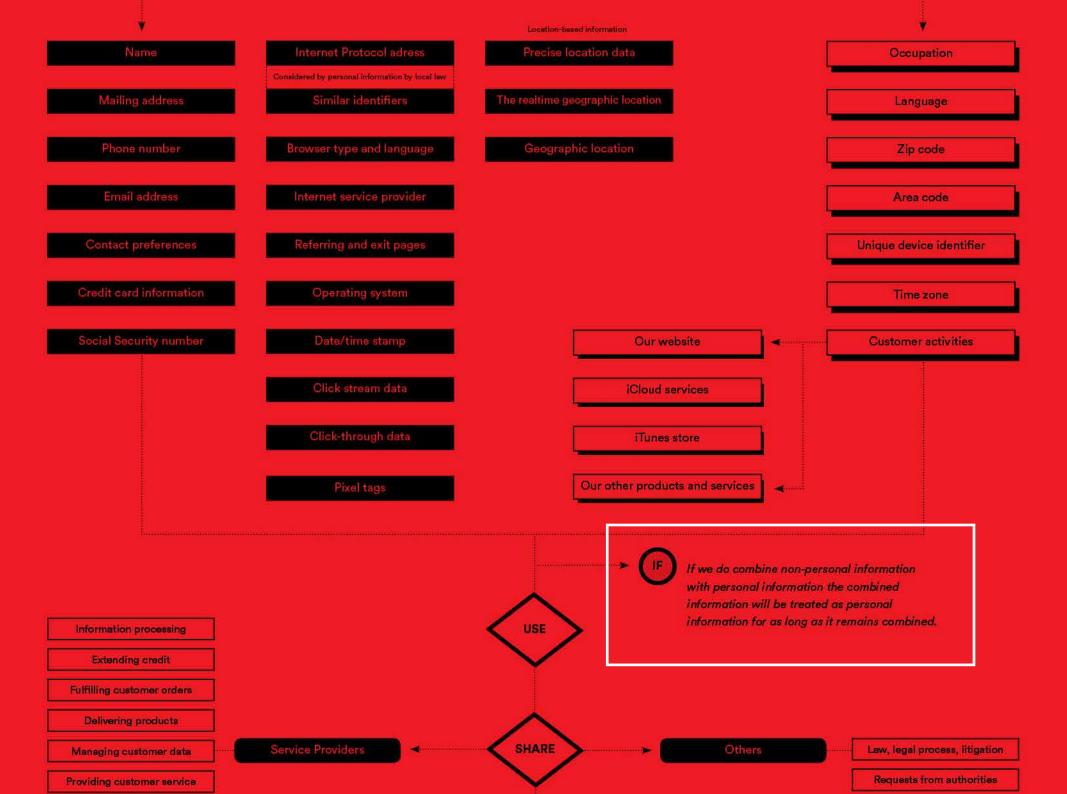


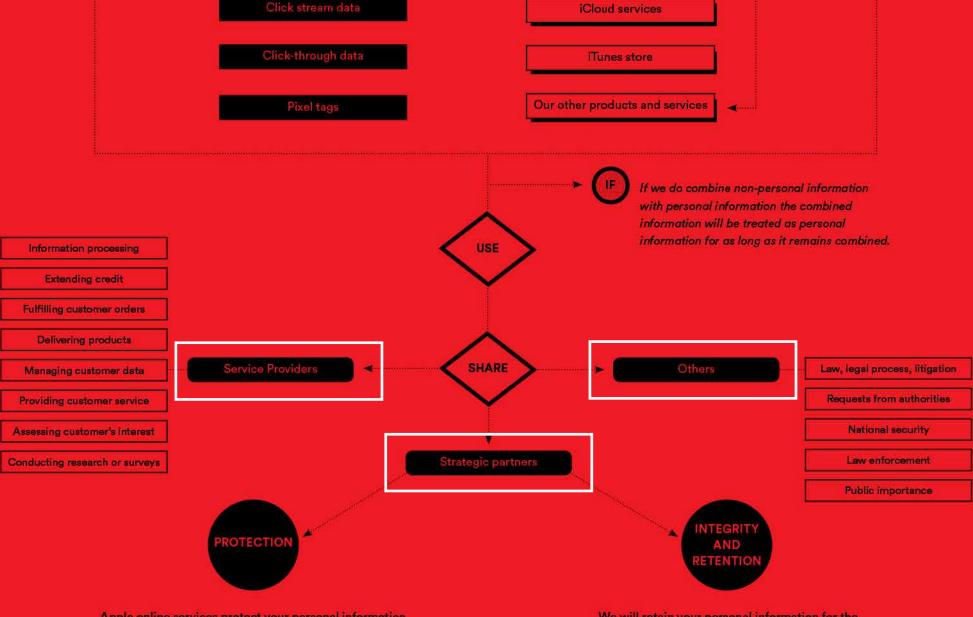
### **Apple**

### A systematic approach









Apple online services protect your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by Apple, we use computer systems with limited access housed in facilities using physical security measures.

iCloud data is stored in encrypted form including when we utilize third party storage.

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.



### Privacy & Terms

### **Privacy Policy**

Information that we collect

How we use information that we collect

Transparency and choice

Information that you share

Accessing and updating your personal information

Information that we share

Information security

When this Privacy Policy applies

Compliance and cooperation with regulatory authorities

Changes

Specific product practices

Other useful privacy and security-related materials

Last modified: 31 March 2014 view archived versions

Hide examples

There are many different ways that you can use our services – to search for and share information, to communicate with other people or to create new content. When you share information with us, for example by creating a <a href="Google Account">Google Account</a>, we can make those services even better – to show you more relevant search results and ads, to help you connect with people or to make sharing with others quicker and easier. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- . What information we collect and why we collect it.
- How we use that information.
- . The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these key terms first. Your privacy matters to Google so whether you are new to Google or a long-time user, please do take the time to get to know our practices – and if you have any questions, consult this page.

### Information that we collect

We collect information to provide better services to all of our users – from figuring out basic stuff, like which language you speak, to more complex things like which ads you'll find most useful or the people who matter most to you online.

We collect information in two ways:

- Information that you give us. For example, many of our services require you to sign
  up for a Google Account. When you do, we'll ask for personal information, like your
  name, email address, telephone number or credit card. If you want to take full
  advantage of the sharing features we offer, we might also ask you to create a publicly
  visible Google Profile, which may include your name and photo.
- Information that we obtain from your use of our services. We may collect
  information about the services that you use and how you use them, like when you visit
  a website that uses our advertising services or you view and interact with our ads and
  content. This information includes:

### Device information

We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers and mobile network information including phone number). Google may associate your device identifiers or phone number with your Google Account.

### Log information

When you use our services or view content provided by Google, we may automatically collect and store certain information in server logs. This may include:

- details of how you used our service, such as your search queries.
- telephony log information, such as your phone number, calling-party

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number, forwarding numbers, time and date of calls, duration of calls, SMS routing information and types of calls.

- Internet protocol address.
- device event information, such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
- cookies that may uniquely identify your browser or your Google Account.

### Location information

When you use a location-enabled Google service, we may collect and process information about your actual location, like GPS signals sent by a mobile device. We may also use various technologies to determine location, such as sensor-data from your device that may, for example, provide information on nearby Wi-Fi access points and mobile towers.

### Unique application numbers

Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to Google when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.

### Local storage

We may collect and store information (including personal information) locally on your device using mechanisms such as <u>browser web storage</u> (including HTML 5) and <u>application data caches</u>.

### Cookies and anonymous identifiers

We and our partners use various technologies to collect and store information when you visit a Google service, and this may include sending one or more ecokies or anonymous identifiers to your device. We also use cookies and anonymous identifiers when you interact with services that we offer to our partners, such as advertising services or Google features that may appear on other sites.

### How we use information that we collect

We use the information that we collect from all of our services to provide, maintain, protect and improve them, to develop new ones and to protect Google and our users. We also

use this information to offer you tailored content – like giving you more relevant search results and ads.

We may use the name that you provide for your Google Profile across all of the services we offer that require a Google Account. In addition, we may replace past names associated with your Google Account, so that you are represented consistently across all our services. If other users already have your email or other information that identifies you, we may show them your publicly visible Google Profile information, such as your name and photo.

When you contact Google, we may keep a record of your communication to help resolve any issues that you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our services. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer. When showing you tailored ads, we will not associate a cookie or anonymous identifier with sensitive categories, such as those based on race, religion, sexual orientation or health.

We may combine personal information from one service with information, including personal information, from other Google services – for example, to make it easier to share things with people you know. We will not combine DoubleClick cookie information with personally identifiable information unless we have your opt-in consent.

• We will ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

Google processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

### Transparency and choice

People have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used. For example, you can:

- Review and control certain types of information tied to your Google Account by using Google Dashboard.
- View and edit your ads preferences about the ads shown to you on Google and across
  the web, such as which categories might interest you, using Ads Settings. You can also
  opt out of certain Google advertising services here.
- <u>Use our editor</u> to see and adjust how your Google Profile appears to particular individuals.

- . Control who you share information with.
- Take information out of many of our services.

You may also set your browser to block all cookies, including cookies associated with our services or to indicate when a cookie is being set by us. However, it's important to remember that many of our services may not function properly if your cookies are disabled. For example, we may not remember your language preferences.

### Information that you share

Many of our services let you share information with others. Remember that when you share information publicly, it may be indexable by search engines, including Google. Our services provide you with different options on **sharing** and **removing your content**.

### Accessing and updating your personal information

Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).

Where we can provide information access and correction, we will do so free of charge, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

### Information that we share

We do not share personal information with companies, organizations and individuals outside of Google unless one of the following circumstances applies:

### · With your consent

We will share personal information with companies, organisations or individuals outside Google when we have your consent to do so. We require opt-in consent for the

sharing of any sensitive personal information

### · With domain administrators

4/13/2014

If your Google Account is managed for you by a <u>domain administrator</u> (for example, for Google Apps users) then your domain administrator and resellers who provide user support to your organisation will have access to your Google Account information (including your emails and other data). Your domain administrator may be able to:

- view statistics regarding your account, such as statistics regarding applications that you install.
- · change your account password.
- suspend or terminate your account access.
- access or retain information stored as part of your account.
- receive your account information in order to satisfy applicable law, regulation,
   legal process or enforceable governmental request.
- restrict your ability to delete or edit information or privacy settings.

Please refer to your domain administrator's privacy policy for more information.

### For external processing

We provide personal information to our <u>affiliates</u> or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

### For legal reasons

We will share personal information with companies, organisations or individuals outside Google if we have a belief in good faith that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.
- enforce applicable Terms of Service, including investigation of potential violations.
- detect, prevent or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of Google, our users or the public, as required or permitted by law.

We may share aggregated, <u>non-personally identifiable information</u> publicly and with our partners – like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

If Google is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

### Information security

We work hard to protect Google and our users from unauthorised access to or unauthorised alteration, disclosure or destruction of information that we hold. In particular:

- · We encrypt many of our services using SSL
- We offer you two-step verification when you access your Google Account and a <u>Safe</u> Browsing feature in Google Chrome.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorised access to systems.
- We restrict access to personal information to Google employees, contractors and agents who need to know that information in order to process it for us and who are subject to strict contractual confidentiality obligations. They may be disciplined or their contract terminated if they fail to meet these obligations.

### When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Google Inc. and its affiliates, including services offered on other sites (such as our advertising services), but excludes services with separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you in search results, sites that may include Google services or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organisations that advertise our services and that may use cookies, pixel tags and other technologies to serve and offer relevant ads.

### Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. We also adhere to several selfregulatory frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

### Changes

4/13/2014

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

### Specific product practices

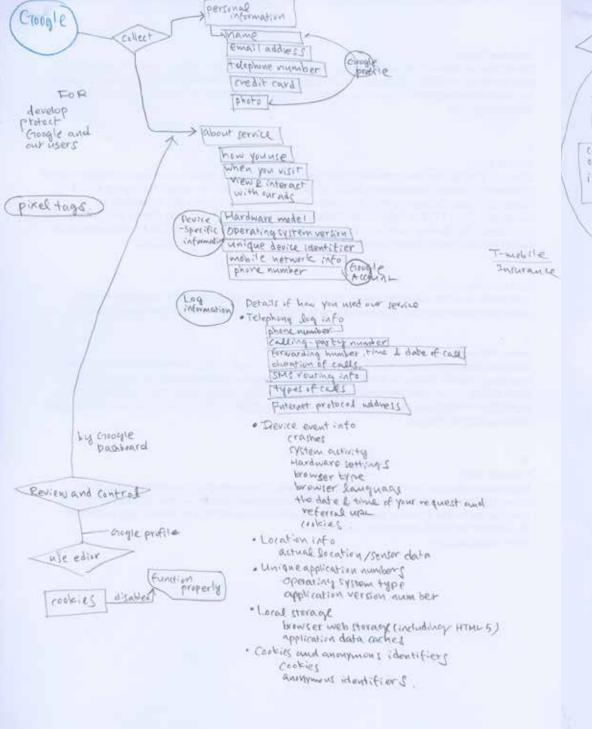
The following notices explain specific privacy practices with respect to certain Google products and services that you may use:

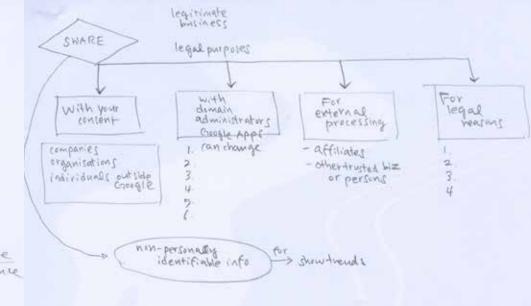
- · Chrome and Chrome OS
- Books
- Wallet
- Fiber

### Other useful privacy and security-related materials

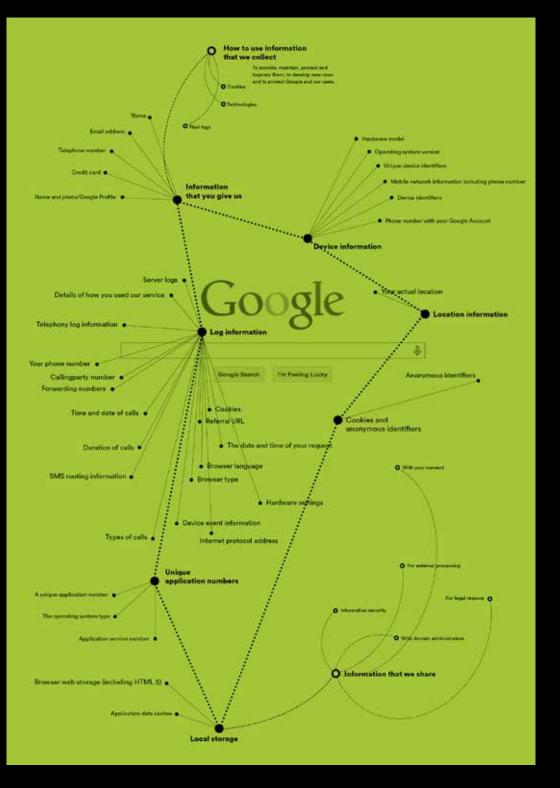
Further useful privacy and security-related materials can be found through Google's <u>policies</u> <u>and principles pages</u>, including:

- Information about our <u>technologies and principles</u>, which includes, among other things, more information on
  - · how Google uses cookies.
  - technologies we use for <u>advertising</u>.
  - · how we recognise patterns like faces.
- A page that explains what data is shared with Google when you visit websites that use our advertising, analytics and social products.
- Google's <u>safety centre</u>, which provides information on how to stay safe and secure online.

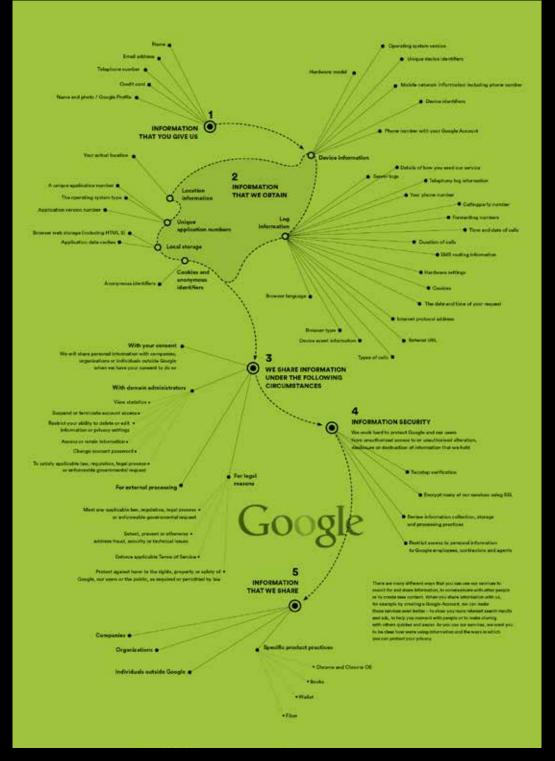




### **Draft**

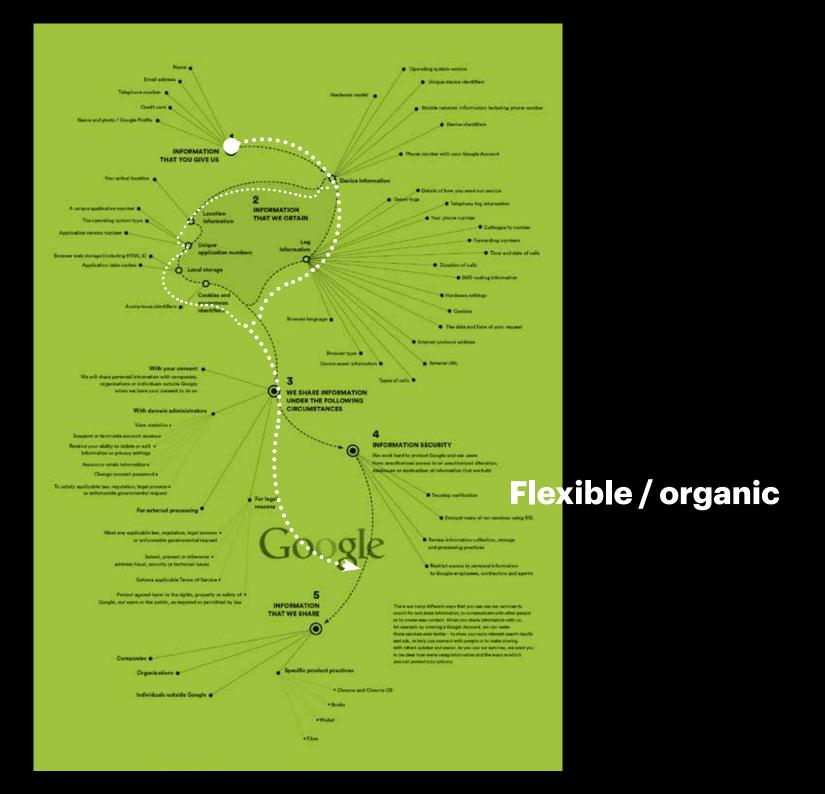


### Google



### Google

### **Spread out**









4/15/2014 Facebook

### Data Use Policy

Date of Last Revision November 15, 2013...

Terror or received and here it is used
 Terror terror or receive about your

- Eddonfernster
- How set use the information we recent Dentity and describining your associat

### Description of the Park State of the Park State

- COTES each time you post.
- Feding you on Facabook
- · Activity log
- Verallysici friends and others share about you
- · Piges

### Офиг инфонитулите ворителения

- About Facetook Platform Controlling what information you share with approatures
- Controlling what is shared when the people you share with use sublications
- Lagging in to another sile using Facebook About social plusion.
- · About instant personalization
- . Dittir couch engines

### Advertising and Farebook content.

- Facebook content

Convex pows and other similar technologies Some other trings you need to know

### Linformation we receive and how it is used

### Information we receive about you

We receive a number of different types of information about you, including

Your information is the information that's required when you sign up for the site, as well as the information you choose to share.

 Registration information: When you sign up for Facebook, you are required to provide information such as your name, small address. Sirbday, and gooder in some cases. you may be able to register using other information, like your approprie number

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. Information you choose to phere. Your information also includes the information you choose to share on Facebook, such as when you good a passing update updued a shots, or comment on a friend's story

fitalio includes the information you choose to share when you communicate with us, such as when you contact us using an email address, or when you take an action, such as when you add a friend, like a Page or a website, add a place to your story, use our contact importers, or indicate you are in a relationsh

Your name, profile pritures, open shows, sender, networks, username and User (I) are treated just like information you choose to make public.

\*Your bittiday allows us to do things like show you age-sporopriate content and advertisement

We receive information about you from your friends and others, such as when they upload your contact information, post a photo of you, lag you in a photo or status update, or at a location, or add you to a group.

When people use Facebook, they may store and share information about you and others that they have, such as when they upload and manage their invites and confacts.

We also receive other holes of information about you.

- We receive data about you whenever you use or are running Facebook, such as when you look at another person's fineline, send or assesses a recopy, search br a Flend
- or a Page, slick on view or otherwise interact with things, view in Facebook mobile app, or make purchases through Facebook
- Wifer you post things like photos or videos on Facebook, we may receive additional related data (or metadals), such as the time, date, and place you look the photo or
- We receive data from or about the computer, mobile abone, or attendances you use to lestall Facebook apprior to access Facebook including when multiple users log in from the same divide. This may include retwork and communication information, such as your IP address or nobile abone number, and other information about trings like. your internet sorrior, operating system. Iosaber, the tipse including deptition of the factor of branch source, or the pages you not for example, we may get your find profession and the profession of the pages you will be profession to improve how our pipe work on your device.

  - We necession date whenever you will a gave, a global profession for revealed that one is Facilities if failthing or winds a text with a Excelptor feature source as a mind injuryle, sometimes
- fireugh contine. This may include the data and ting you start the site. The web address, or Life, you've on, temporal address, though and the
- speaking epitics, you use; and, if you are bigged in it. Pacebook, you Use If

  Sometimes as get data born our affiliation or our advertising pathent, customers and other third panies that helps us (or them; deliver alls, understand online activity, and generally seak Fockebook feel. For example, If it is obtained to the processor of the process measure the effectiveness of - and improve the quality of - ads.

As described in These was the tribumation we recent "we also put together data from the information we already have about you, your blends, and others, so we can other any support of services and feature. For example, we may also stand support of the control services and settings. ant suggest a worky of services and history. For example, we may make hand suggestions, positiones for your News Feed, or suggest people to tag in photos. We may purhopoter your named on and the land officer location information we have should you to be example, bill you and your hands about people or events nearly, or offer deals to you in which you might be interested. We may also out together data about you to serve you add or other confernitian might be more relevant to you.

Tithen we get your CPS location, we put it bigother with other location internation wit have about you (like your current city). But we city keep it until it is no longer useful to provide you service, like keeping your last GPS coordinates to tend you relevant notifications.

AGAIN IT with other people's data in a way that it no larger personally identifies you. Bus only provide data to our advertising pathers or customers after we have recovery your name and any other personally identifying information from it, or have con

When we use the phrase "public information" (which we constitute reter to as "purpose to matter) and mean the information you choose of make public, as well as information that is always publicly available

Choosing to make your information public is exactly what it sounds like arryone, including people of Facebook, will be able to see it. Linear milin.

- Choosing to make your information public also means that this information:
   can be associated with you (i.e., your name, profile pictures, cover photos, timeline, User IO, username, etc.) even off Facebook.
- + can show up when someone does a search on Facebook or on a public search engine:

4/15/2014 Firebook

- will be accessible to the Facebook integrated games, applications, and websites you and your frends use; and
- will be accessible to anyone who uses our APIs such as our Chair AI

Sometimes you will not be able to select an audience when you gost sunetting files when you write on a Page's wall or comment on a news affect that were our or plugia). This is because some types of stones are always public stones. As a general rule, you should assume that if you do not see a sharing corn, the information will be

If When priors share information about you, they can also choose to make it public.

information that is arrange publicly available.

The types of information island below are always publicly available, and tray are beated just like information you decided to make public.

- Name. This helps your blends and family find you. If you are unconforable sharing your rest name, you can always stricts your account.
- Profile Pictures and Cover Photos. These help your friends and family recognize you. If you are uncomfortable making any of these photos public, you can always deliver. Burn. Unlass you do see thats, when you add a new profile picture or cover shots, the previous photo will remain public in your profile picture or cover photo album.
- . Networks: This helps you see who you will be sharing information with before you choose "Friends and Networks" as a custom audience if you are unconfortable making 900 Network public, you can make the network.
- Gender This allows us to refer to you properly.

Username and User ID. These allow you to give out a custom line to your treatine or Page receive email at your Facebook email address, and help make Facebook

### Usernames and User IDs

Usernames and User IDs are the parter thing —a way to stendily you on Psocbook. A User ID is a string of numbers and a username generally its some variation of your name.

With your stemame, you get a custom limi (a Psocbook URL, such as were facebook constrainments) to your timeline that you can give out to people or port on extensal.

it someone has your Username or User ID, they can use it to accest information about you though the facebook com website. For example, if someone has your Username. they can type facebook com/Username into their browser and see your public information as well as anything else you've left her see. Similarly, someone with your mains or User ID can access information about you through our Affe, such as our Chimil AFE. Specifically, they can access your public information, along with your age range, language and country

If you do not want your information to be accessible to Platform applications, you can turn off all Platform applications from your Privacy Settings. If you turn of Platform you will no longer to access to use any games or once applications built you win Platform built on. For injury explicit applications attracted management and the property of the Control of the

# Byou want to see information available about you through our Graph API, just type Intipe-ligraph facebook.com/[User ID or Username] (metadata=1 imo your browser Tyour Facebook email address includes your public username like so: username lifecebook.com. People can use your Facebook email address to send you messages and anyone in a message conversation can highly to it."

### How we use the internation on receive

We use the information we receive about you in correction with the services and features we provide to you and other users like your friends, our partners. The affectives that purchase add on the site, and the developers that build the games, applications, and withsites you use. For example, in addition to helping becope see and find things that you do and share, we may use the information we receive about you

- as part of our efforts to keep Pagelook products; services and integrations safe and secure
- to protect Facebook's or others' rights of property.
- to provide you will location leatures and services. Neetelling you and your trends when something is going on neathy.
- to measure or understand the effectiveness of ads you and others see, including to deliver relevant ads to you;
- to make suggestors to you and other sears on Facebook, such as: suggesting that year friend use our combat importer because you found friends using it, suggesting that prother user add you as a frend because the user imported the same email address as you did or suggesting that your friend tag you in a picture they have uploaded with you in it, and
- tor internal operations, including toubleshooting, data analysis, testing, research and service improvement

Cranting as permission to use your information not only allows us to provide Facebook as it exists today, but it also allows us to provide you with innovative finatures and rvices we develop in the future that use the information we receive about you in new ways.

While you are allowing us to use the information we receive about you, you always own all of your information. Your test is important to us, which is why we don't shaw information we receive about you with others unless we have

- · received your permission.
- given you notice, such as by folling you about it in this policy; or removed your name and any other personally identifying information from it.
- Of course, for information others about you, they centrol how it is shared.

We store data for as long as it is necessary to provide products and services to you and others, including those described above. Typically, information associated with your account will be keptured your account is deleted. For certain rategoines of data, we may also tell you about specific data reference practices

TWe may enable access to public information that has been shared through our services.

TWe may allow service providers to access information so they can help us provide services

We are able to suggest that your trend tag you in a picture by scanning and companing your friend's bictures to information we've put together from your profits pictures and the other photos in which you've been tagger. If this feature is enabled for you, you can control whether we suggest that another user tag you in a photo using the "Timeline" and Tagging" settings. Learn more at Intios Nove Scotbook.com/help/tag-euggestione

### Deleting and seactivating your account

If you want to stop using your account, you can either deactivate or delete it.

Destinating your account puts your account on bod. Other users will no longer see your timeline, but we do not detels any of your information. Descripting an account is the same as you felling us not to detels any information because you might want to reactivate your account at some point in the future. You can describe your account at

Tour hands will still see you listed in their list of thends while your account is descriveted.

When you delete your account, it is permanently deleted from Facebook it typically takes about one ments to delete an account but some information may remain in backup copies and loos for up to 90 days. You should only delete your account if you are sure you never want to reactivate it. You can delete your account at https://www.lacetock.com/help/bontact-php?telow.form/delete\_account

Consummaturescon is recoded to provide you with services, so we only delete this information after you developed your account. Some of the things you do on Footbook aren't stored in your account, like posting to a group or sending someone a missage (where your friend may still have a message you sent, even after you selete your account). That jeformston remains after you delete your account.

### 8. Stating and finding you on Facebook

### Consumerich inne you goat

Whenever you post content line a status update, posts or check in), you can accept a specific audience, or even materials your audience. To do this, simply click on the sharing icon and choose who can see it.



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Focebook

P Chappe this isonifying want to make something Public. Chapping to make something public is exactly what it source like. It remark that anyone, including people of Pacebook, will be able to see or access it.

B Choose his icon a you want to share with your Facebook Friends.

Choose this icon if you want to Cuatomize your audience. You can also use this to hide your story from specific people.

Type tog agreene, that person and their hends can see your story no nutter what audience you selected. The same is true when you approve a tag sumeone else adds to tag munder

Aways timi before you post, Just like anything else you post in the seb of send in an email, information you share on Facebook can be copied or re-shared by anyone who can see it.

Jinytoing - Name (i) - Final Herate

1 When you comment on or year accomment on the posts is story, or write on their pheline, that person gets to solect the audience. For example, if a friend posts is Public story and your comment on it, your comment on it. We story may later change their audience. So, if you comment on a story, and the story's audience changes, the new audience can see your comment.

You service who can see the Psocock Pages you've Tiked' by visiting your smelline, closing on the Likes box on your smelline, and then closing "East"

Sometimes you will not see a sharing icon when you post consisting (the when you write on a Page's sulf or comment on a news article that uses our comments pluging. This is because some lapse of stocks are serging public others. As a general rule, you should assume that if you do not see a sharing icon, the information will be publicly

### Control over your timeline

LWIT

Public

Share

Levices

Whenever you add things to your timeline you can select a specific audience, or away customize your audience. To do this, simply click on the change soon and choose what can peic it.

P Choose this icon if you want to make comething Public. Choosing to make comething public is exactly what it ocurs like. It means that anyone, including people of Pacebook, will be able to see or access it

A Choose this icon if you want to share with your Pacebook Priends.

Choose this identifyou want to Customize your audience. You can also use this to hide the itemon your timeline from specific people.

When you select an audience for your hierd list, you are only controlling who can see the entire instity your friends on your timeline. We call this a timeline visibility corego. This is because your mend list is always available to the games, approaches and websites you use, and your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips or in searches). For example, if you select "Only Me" as the audience for your hierochip, but you then does her hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere (such as on your hierochips may be visible elsewhere).

Similarly, if you choose to hide your gender, it only hides it on your timeline. This is because we, just like the applications you and your timels use, need to use your gender to refer to you properly on the site.

When someone lags you are story (such as a price, status update or check-in), you can choose whether you want that story to appear on your timeline. You zan either approve each story into violusity or approve all times by your hierds. If you approve a body and later change your mind, you can remove at both your timeline.

When you fide things on your smelne, the posts or connections, it means those things will not appear on your smelne. But remember, anyone in the audience of those posts of who san see a commention may afti see it attended to its on someone clash Smaline or in available You can also delete your posts or change the audience of content you post, which means you can remove people from or add people to the audience of the content.

People or Facebook may be able to see mutual hiends, even if they cannot see your entire list of hiends.

Tome things the your ware, profit pictures and cover photos; to not have sharing from because they are always publicly available as a general rule, you should assume that if you do not see a sharing icon, the information will be posticy available.

### Finding you on Facebook

To make it easier for your friends to find you, we allow anyone with your contact information (such as entail address or fellophore purple) to find you through the Facebook season live at the top or most pages, as were as other tools we provide, such as carefully importers - even if you have not shared your contact information with them on

You can choose who can look up your timerine using the amail address or telephone number you added to your timerine through your Privacy Settings. But remember that people can still find your or a link to your simuline on Facebook Brough other people and the things they share about you or through other poots, like if you are tagged in a

Your settings do not cored whether people can find you or a link to your timeline when they search for content they have permission to pee, like a pheto grotter story in which you've been tagged. at my inforced stoke my friend's phine

### Access on abones and other devices

Once you share information with your trends and others, they may be able to give it with or access it was their model phones and other devices. For example if you share is photo on Parochook, comesons whering that photo could have it using Facesonic solds or by other medical phones and other devices or browder. Similarly, if you share your some information with someone or invite someone to an event, they may be able to use Facebook or bird party applications or devices to sync that information. Or, if one of your frends has a Facebook application or one of their devices, your information (such as the tilings you post or photos you share) may be stored on or accepted by their device.

You should drift share into motion with people you than because they will be able to save if arm share it with others, including when they sync the information to a device.

### Activity log-

Your artistly log is a place where you can go to view most of your information on Pacebook, including things you've hidden from your amenine. You can use this log to manage your content. For example, you can do things like delete stories, change the audience of your stories or stop an application from publishing to your timeline on your behalf.

When you hide something from your timeline, you are not deleting it. This means that the story may be visible elsewhere, like in your friends. News Feed: If you want to delete a story you posted, choose the deleta option

### What your friends and others share about you

### LINAS and Tage

yore can add a livit to a story. Links are references to corresting on the internet, anything from a vertore to a Page or timeline on Facebook. For example, if you are writing a story you might include a link to a blog you are referencing or a link to the blogger's Facebook timeline. If someone clicks or a link to another person's timeline, they'll only

A flag it is special type of find to summone is timeline that suggests that the tagged person add your stury to their timeline. In cases where the tagged person isn't included in the tenterfor of the story. It will add them to they can see it. Anyone can be grown anything. Once you are begind, you and your friends will be able to see it youth as in News.

You can choose whether a story you've been tagged in appears on your timeline. You can either approve each etcry individually or approve all stone aby your timedia. Byour approve a story and tase change your mind, you can always remove it from your limeline.

Figure do not want someone to be you we encourage you to reach out to them and give them that feedback. If hat does not work, you can blook them. This will prevent them from tagging you going forward.

Boosil reporting is a way for people to quickly and easily ask for help from someone they must. Learn more at high invitor increase, consisting any if note sturies 1240270150345 atti-38 atteitance

# Byou are linked to in a private space (auch as a message or a group) only the people who can see the private space can see the link. Similarly, if you are linked to a comment, only the becole who can see the comment can see the link.

Operatormation. tipe://www.facebeok.com/full\_data\_use\_policy.

As described in the light your hearts are solvers show solve you section of this postly, your triends and others may share information about your. They may share photos or other information about you and tap you in their posts. If you do not like a particular post, will them or input the post

Once you are in a Group, impose in that Group can add you to a subgroup. When someone adds you to a Group, you will be listed as "invited" until you wist the Group. You can always leave a Group, which will prevent others from adding you to it again.

Personal Pages are public pages. Companies use Pages to share information about their products. Celebrities use Pages to talk about their letest projects. And communities 100 Plages to discuss topics of interest, everything from baseball to the opera.

Because Pages are public information you share with a Page is public information. This means for example, that if you post a comment on a Page. That comment may be used by the Page comment Pages on the Page comment of Reportoon and amports can see it.

When you share a page, you create a connection to that Page. The sucreector is added to your threline and your friends may see it in their News Fends. You may be contacted By an receive updates from the Place, such as in your ferein Freed and your messages. You can remove the Places you've "liked" through your timeline or on the

Some Pages contain content that comes directly from the Page owner. Page owners can do this throughfunding plugging, buch as an illiame, and it works just like the pathes. and other applications you use through Facebook Decayse this context comes directly from the Page Dwinn. But Page may be able to collect information about you just like

Figge administrators sky have access to preights data, which will tell their generally about the people that visit their Page (as opposed to information about specific people). They may also smooth from you've made a connection to their Page because you've liked their Page or peated a commant.

To control who can see the Pacifocok Pages you've Held, with our Plain Certain

### SLOSten wetallies and applications

### About Facebook Platform

Facebook Platform (or comply Platform) where to the way we help you share your information with the games, applications, and setting you and your blands use. Facebook Platom also lets you being your friends with you, so you can connect with them of Facebook. In these two ways, Facebook Platform helps you make your experiences on the

Resember that these games, applications and with his are created and maintained by other businesses and shirelepore who are not part of, or controlled by. Fainbook, so you should always make sure to read their terms of service and privacy policies to uncerstand how they trest your data.

### Costrolling what information you share with applications

When you connect with a game, application or website- such as by going to a game, togging in to a website using your Facebook account, or adding an app to your timeline we give the game, application, or vertable (correctives referred to as just "applications" or "apps") your beat just as constitute a sometimes call this your "author profile", which includes your User () and your justic information. We also give them your thends' User Co (also called your friend lat) as part of your basic info

Your friend list helps the application make your expensions more social because it lets your find your friends on that application. Your User ID helps the application with your flacehood account, and it can access your basic hidu, which includes your public. immator, and francing. This includes the information you choose to make public, as well as information that is always publicly available. If the application needs additional information, such as your stories, photos or likes, if will have to ask you for specific permission

The "term" setting lets you control the applications you use. You can see the permissions you have given here applications, the last time an application accessed your information, and the audience on Facebook for timeline stores and activity the application you're herial. You can also remove applications you no longer want, or turn of all Platform applications. When you rum all Platform applications of, you' Uset ID is no longer given to applications, even when your friends use those applications. But you will no longer be able to use any games, applications or wetsites through Faceboo

Therryou instruct an app. Paudock lets the app know your language, you <u>county</u>, and whether you are in an app group, for instance, under 15, between 16-00, or 21 and over. Age range lets apps provide you with age-appropriate content. If you install the app, it can access, store and update the internation you've shared. Apps you've installed can update their records of your basic into, age range. Singuage and country. If you haven't used an app in is while, you should consider removing it. Once you remove an app, it won't be able to continue to update the additional information you'vergiven their permission to access, but it may still hold the information you have already shared. You always can contact the app directly and request that they delete your data. Learn more at into allow in Control or photo apps will

Sometimes a game compos, incode phone, or other device might ask for permission to share specific information with Europea and opposition visualing on the liferon. If you say play those applications will not be able to access any other information about you willow asking specific permission from you or your fields.

Sites and apps that use instant Personal principal receive your User ID and hierd list when you risit them.

You aways connemove agos you've installed by using your app settings at Info: Prine lecitions confundings (Not-explications, But remember approval the able to access rour information when the people you share with use them. And, if you've removed an application and want it to delete the information you've already shared with it. you should contact the application. Yell the application's page on Facebook or ItI own website to learn more about the app. For example, Apps may have reasons in g. legal Spations) to retain some data that you share with them.

### Controlling what is shared abon the people you share with use applications

Austiliae when you share information by exactly elisewhere on the web, information you share on Facebook can be an elegan. This means that a you share something on,

Your friends and the other people you share information with often want to share your information with applications to make their experiences on these applications more per Word and social Foresample, one of your brench might want to use a more application that allows them to see what their freeds are lighting to To get the full be self of that application, your friend would want to give the application her friend list - which includes your User ID - so the application knows which other friends is also ng II. Your tiend might also went to share the music you 'like' on Facebook. It you have mude that information public, then the application can access it just like anyone else. But if you've shared your likes with just your hends. The application could sak your hiend for permission to share them.

- You can control most of the information other people can share with applications they use from the "App" settings page. But these controls do not left you limit access to your

If you want to completely block applications from getting your information when your friends and others use them, you will need to turn of all Pleform applications. This means that you will no longer be able to ose any third party Facebook-integrated games, applications or websites.

It an application asks permission from conseque stat to access your information, the application will be allowed to use that information only in connection with the person that gave the periodiscon, and no one this:

For example, some apps use information such as your hands, let, to personalize your expenence or show you which of your friends use the particular app.

### Logging in to another site using Facebook

Facebook Platform lets you log into other applications and websites using your Facebook account. When you log in using Facebook, we give the site your User ID (just like when you connect with any other application), but we do not share your extell address or password with that website through this process without your per-

If you already have an account or that website, the site may also be able to connect that eccount with your Facebook account. Sometimes it does this uping what is called an "small hash", which is similar to searching for compone on Facebook using an email address. Only the email addresses in this case are hashed so no email addresses are actually charad between Facebook and the welrote.

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The weptile sends over a highed version of your email address, and we match the White detables of email addresses that we have also hashed. If there is a match, then we tell the website the User ID associated with the amail address. This way, when you log into the website using Facebook, the website can link your Facebook account to you account on that website.

### About social plugins

https://www.fseebook.com/full\_data\_use\_policy

Social plugins are buttons, boxes, and stones (such as the Like button) that other websites can use to present Facebook content to you and cleate from social and personal. experiences for you. While you view fixes buttons, boxes, and stories on other sizes the content comes directly from Facebook

Some Sketches and set the applications. You can spot one of these plagers because it will see you by personance to access your information or to publish information back to Pis Sketches a registrating gagging in a webbat. It by tugger will set you permission to these your basis information to publish the webbat to neather plager, the plager will set to require out also the produce about your united set of the Tempher's plager, the plager will set to require out sets to require your last to require your last to require your sets and produce about your unitedes on that wherebook is:

flyou make something public using a plugin, such as posting a public commercion a newspaper's website. Then that website can access your comment (along with your User

Till you pass sometting using a social plugin and you do not see a sharing icon, you should assume thereby is Public Por example, it you post a comment brough a Facebook comment plugin on a site, your story is Public and everyone, including the website, can see your story.

Webbites that isse social glugins can sometimes tell that you have engaged with the social plugin. For example, they may know that you clicked on a Like button in a social

We receive diss when you visit a sile with a social plugin. We keep this data for a maximum of 90 days. After that we remove your name and any other personally identifying intornation from the data, or combine if with other people's data in a way that this no longer associated with you. Learn more at Atps Jews landock comflete bonel plugins

### About itstant personalization

Vigtare personalization (sometimes also referred to as "Start now" in a way for Facebook to help patterns (such as Bing and Rotten Tomatoes) on and off Facebook to create a more personalized and social experience for logged in lisem than a social plught can offer. When you visit a sate or apprusing instant personalization, it will know some information about you and your fields the moment you arrive. This is because after and apprusing infatrit personalization an access your User10, your flatter fat, and your

The first time you visit a site or app using instant personalization, you will see a notification letting you know that the site or app has partnered with Facebook to provide a personalized experience

The notification will give you this ability to disable or turn of instant personalization for that size or app. If you do that that size or app is required to delets all of the information about you three sed from Facebook as part of the imitant personalization program. In addition, we will prevent that she from accessing your information in the busine, even when your triends use that site

Typu decide that you do not want to experience materiapersonalization for all partner sites and apply you can disable assauce personalization from the "Fops" settings page.

Fyou turn of instant paracrafization, these parties that party sites and apps will not be asia to assiste your public information, over when your triands visit floors sites.

If you but off an instant personalization life or app after you have been using it or visited it a live times (or after you have given it specific permission to access your case). It will not auximatically delete information about you if received through Facebook. Like all other apps, the site in required by our policies to delete information about you if you ask it to do so.

To join the instart personalization program, a potential patter must enter into an agreement with us designed to protect your privacy. For example, this agreement requires that the partier delete information about you if you turn off instant personalization when you first visit the site or app. It also prevents the partner from accessing any information about you until you or your friends visit its eite.

instant personalization partners sometimes use an email texts process to see if any of their users are no Facebook and get those users' User Cit. This process is similar to searching for someone on Facebook using an email addresses are exchanged. The partner is also contactually required not to use your Carr ID for any purpose (other than associating litwith your account) until you or your friends with the sile

When you visit a site as appreciate personalization, we provide the site or app with your blast Rhand your from list (as well as your agreement and pender). The site or app can be no connect your account with your filending appoints to hake the site or app instantly social. The site of a files access public information associated with any of the User Da LingONNS, Which it can use to make them instantly personalized. For example, filter site is a music site. It can access your music interests to suggest tongs you may like, and access your fliends' music interests to let you know what they are listening to. Of course it can only access your or your friends' music interests if they are public. If the site or app wants any additional information, it will have to get your specific permission

Your public search setting controls whether people who either your name on a public search engine may see your public timeline (including in sponsored results). You can find your public search setting on the "Privacy Settings and Toors" settings page.

This setting does not apply to search engines that access your information as an application using Facebook Platform.

F you turn you public search setting off and then search for yourself on a public search engine, you may still see a preview of your timeline. This is because some search engines cache information for a period of time. You can learn more about how to request a search engine to remove you from cached information as: https://www.facebook.com/hetp/Y/ge+1.5323

### W. Advertising and Facebook content

Facebook offers a runus or products that allow advertisers to reach people on and off Facebook. In addition to the information we provide in this section, you can also learn more about advertising products, how they work, our partnerships, and the controls you have, by visiting our "Attention" page

When we delive, add, we do not share your information first personally identifies you, such as your name or contact information) with salvertices you gree us pernesson. We may provide advertisers with information when we have reor personally common you. For example, we may will an advertiser how its ads perform or how many people viewed or chosed on their ads or destall an ann other basing an ad-

So we can show you content that you may find interesting, we may use all of the information we receive about you to serve adolf that are more relevant to you. For example, this includes

information you provide at registration or add to your account or fineline.

- garge you write and go on Facebook, such as what you like, and your interactions with advertisements, pattiers, or apps.
- withings we interfrom your use at Facebook

For many advisers may choose their audience by <u>location</u>, <u>demographics</u>. Here, <u>represents</u>, and any other information we receive or inter about users. Here are some of the ways advertisers may larger relevant adv.

denographics and interests, for example, 18 to 35 year old women who live in the United States and like baskethall.

- · Rogics or keywords for example, "music" or people who like a particular song or what,
- . Page likes (including topics such as products, brands, religion, health status or political views), for example, if you like a Page soout gluten free food, you may receive ada about relevant food products; or
- rise (moluting things like "moviegoer" or a "sold lan"); for example, if a person "likes" the "Star Trik" Page and mentione "Star Ware" when they check into a movie theater, we may infer that this person is likely to be a sor4 fan and advertisers of sor6 movies could ask us to target that category.

In addition to delivering relevant ads. Facebook constitutes parts ads with social critical meaning stories about account account fail you or your friends have taken. For exemple, an additing such restaurant's Facebook Page may be painted with a News Faced story that one of your Needs lines that Page.

We also construes serve freee some types of ads on other alse or may serve just the social content booth as with ads served by others), so that the ass are more relevant to you. Just file any other content you share on Facebook, only people who you're already sharing with on Facebook would see it when it is paired with an ad. We also allow advertisers to reach people on Facebook using the information they already have about not fauch as email addresses or whether you have visited their websites previously). You can learn more about ads, social context, and our pathrenthips, including the relevant settings and controls available to you, by visiting the Adventising on Possiblook

Ear advertiser chooses to run add, we serve the ada to people who meet criteria the advertiser selects. So, if someone views or otherwise interacts with the ad, the effective right assume that the person meets the interia they salented for example, that the person is an 16-to 35-year-old woman who lives in the U.S. and likes

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baskettelli. We require advertisers to comply with our Advertismy Dualishmin, including provisions relating to the upe of senadue data.

Advertisers and their partners sometimes use cookies or other similar technologies in order to serve and measure ads and to make their ads none effective. Learn make

When you post a story on Facebook and an advertiser oponous it, nothing changes about the audience of the post Only the people who could originally see the post (the people you shared it with) are eligible to see it.

### Facebook content

We like to Nill you about some of the Sestures and tools your friends and others use on Facebook, to help you have a Setter experience. For example, if your friend uses our friend finder tool to find more friends on Facebook, we may tell you about into encourage you to use it as well. This of course means your friend may similarly use suggestions. hazed on the things you do that we will by to only show it to triands that could benefit from your experience

### V. Cookies, smalls and other similar technologies

Cookies are small preces of data that are stored on your computer, mobile phone or other device! Plants are small blocks of code on webpages that so things two above another server to measure viewing of a webpage and often are used in connection with cookies.

We use inchnologies like cockies, pierts, and local storage like on your browser or device, which is similar to a cookie but holds more information) to provide and understand a range of products and services. Learn more at 1-

### We use these technologies to do things like: . make Facebook easier or fister to use

- enable features and store information about you (including on your device or in your browser (ashe) and your use of Facebook.
- · defiver, understand and improve advertising.
- . Inonitis and understand the use of our products and services, and
- . protect you others and Facebook.

For example, we may use these tools to know you are logged in to Facebook to field you use social plugged in and player budges, or to know when you are interesting with our advertising or Platform partners.

We may ask advertisers of other partners to serve age or services to computers, mobile phones or other devices, which may use a cooker pixel or other similar technology. placed by Facebook or the third party (although we would not share information that personally identifies you with an advertisen

Most companies on the web use cockies (or other similar technological tools), including our advertising and Platform partners. For example, our Phatoon partners, adversions or Page administraturs may use cookies or similar technologies when you access their apps, ads. Pages or other content.

Tookles and things like local storage help make Facebook work, like allowing pages to local faster because certain content is stored on your browner or by helping un authenticate you to deliver personalized content.

To learn more about how advertisers generally use cookies and the choices advertisers provide, visit the Neteork Advertising Instative at

Title flower networks/resisting professing professing out asp, the Digital Atvertising Alliance at http://www.aboutads.info; the Internet Advertising Bureau (US) at http://www.tab.net.or.the Internet Advertising Bureau (EU) at http://yourunitrectionses.eu/

Finder to your browser or device's help material to learn what controls you can often use to remove or block cookies or other similar technologies or block or remove other. data stored on your computer or device buch as by using the various settings in your browser). Fyou do this, it may affect your ability to use Pagebook or other websites and

### VI. Some other things you need to know

Facebook complies with the U.S.-EU and U.S.-Swiss Sale Harbor hamewoods set forth by the Department of Commerce regarding the collection, use, and retendon orbitals from the European Union. To view our certification, visit the U.S. Department of Commerce's Sale Harbor website at Https://doi.org/10.1009/sci.ncm. As part of our participation in the Safe Harbor program, we agree to resolve disputes you have with us in connection with our policies and practices through TRUSTe. If you would like to

### Contact us with questions or disputes

Fiyou have questions or complaints regarding our Data Use Policy or practices, please corract us by mail at 1601 Willow Fload, Menio Park, CA 94025 d you reside in the U.S. or Canada, or at Ferebook triand LM. Herover Reach, 6.7 Herover Ovey, Dubin 2 telend if you live outside 5e U.S. or Canada, Aryone may also contact us timugh the helb page: https://www.facebook.com/help/contact\_us.a/sp/hd+173545292710000

### Responding to legal requests and preventing harm.

We may access, proceine and share your information is responde to a legal request (like a search warrant cour proce or subpognatal we have a good such belief that the law requires us to do so. This may include responding to legal requests from paradictions outside of the United States where we have a good such belief that the response is required by law in that jurisdiction, effects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is secessary to detect prevent and address thaut and other illegal activity, to protect currentses, you and others, including as part of investigations; or to prevent death or imminent bodily harm.

Information we receive about you, including financial transaction (any existed to purchases made with Facebook, may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, go referrible investigation, or terminating accessible violations of our terms or policies, or offerwise to prevent harm. We also may retain information from accounts disabled for exclusions of our immediate the attended a year to prevent expect abuse or other violations of our terms

You can access and correct most of your personal data stored by Facebook by logging into your account and viewing your timerine and activity log. You can also exembed a copy of your personal data by visiting your "limitings" (General Account Settings page) clicking on "Download a topy of your Excellent data by visiting on the link by your expanded arthing Lawre more at 1 this flower lacebook communities - 22 EUE 154.00.00000

### Notifications and Other Messager

We may send you notifications and other messages using the <u>contact information</u>, we have for you, like your <u>email</u> address. You can sometimest of the notifications you notificing mess from Pages you like and applications you use, using complex words, such as a control included in the ansat you receive or in your "to thus in in". setings.

We offer body to help you uplowd your thinking conscitute energy to their you and others can find hierars on Pacebook, and owise friends who do not use Pacebook to join, and so we can offer you and others befor experiences on Facebook Brough suggestions and other customized experiences. If you so not want us to store this information, visit this help page at into a five animal transfer of the page at into a fiv

If you give us your password, we will delete it after you upload your friends' contact information.

When you make a hierd to join Facebook, we send a message or your behalf using your name, and we may also include names and pictures of other people your trend might know on Parobook. Wi'll also send a few reminders to those you write, but the invitation will also give your friend the opportunity to opt out of receiving other invitations. to sein Fapebook.

### Memorializing appounts

We may memorialize the account of a deceased person. When we memorialize an account, we teep the timeline on Facebook, but limit access and some features. You can report is decessed person's finaline at 11ths foreign (auction) comhelphostoriging Tables, incre-decessed

We also may close an account if we receive a formal request that satisfies certain criteria.

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We may share information we receive with beamestess that are legally part of the same group of companies that Pacebook is part of, or that become part of that group (often there companies that Pacebook is part of, or that become part of that group (often there companies that compliance with applicable laws industry) where such applicable laws require consent. We and our affiliates may use shared information to help provide, understand, and improve our services and their own services.

### Service Providers

### Facebook 4/15/2014

We give your information to the people and companies that help us provide, understand and improve the services we offer. For example, we may use cubaide vendors to help host our website, serve photos and videos, process payments, analyse data, conduct and publish reviewd, measure the effectiveness of alls, or provide beauth results, to some cases we provide the service jointly with another company, such as the Facebook Markeplace. In all of these cases our partners must agree to only use your information consistent with the agreement we arran into with them, as well as this Data Use Policy.

### Security and bugs

We do our best to keep your information secure, but we need your hep. For none detailed information about staying safe on Pacebook, wait the Passbook Security Pape. We by to keep Facebook up, bug-free and safe, but can't make guarantees about any part of our services or products.

If the conventible of our business changes, we may transfer your information to the new center so they can continue to operate the service. But they will still have to honor the commitments we have made in this Data Use Policy

If we make changes to this Data Use Rollcy we will notify you (for exemple by publication here and on the Fallaboot Still Community Pulps). If the changes are material, we will provide you additional, promisentancies as appropriate under the circumstances. You can make sure that you receive notice directly by Illing the Fallabook Still. Quiercanta Page.

### Opportunity to community

Unless we make a change for legal or administrative reasons, or to correct an inaccurate statement, are will give you seven (7) days to provide us with comments on the change. After the comment period, if we adopt any changes, we will provide notice (for example, on the Fault-book Disk Governance Proprier in this policy) of the effective date.

### Information for users outside of the United States and Canada

reformation for sears outsided in the U.S. and Cameda Company literation. The velocities under www feedback com and the services on these pages are being offered to users outside of the U.S. and Cameda by Facebook lesiand Ltd. Jesticover Reach. 5-2 19.2. This company Facebook lesiand Ltd. Inside seem-established and registered in reland as a private lesiand company. Company Number: 5-2 19.2. and is the data controller responsible for your personal information. Directors: Sansa Rysen (test). Shales Central (lefts)

### Your California privacy rights

California law permits residents of California to request certain cetalls about what personal information a company shares with third parties for the third parties' direct marketing purposes. Facebook does not share your information with finiting purposes for the Birid purious own and independent direct marketing purposes unless we receive your persisting a function about the information are recovered limit in small and other instants and applications. Eyou have questions about our sharing practices or your option under Castionsia law, please write us at 101 Wisow Road, Menio Park, CA 9405 or contact as through this help page. If the flower limit flower limit is a final flower limit of 1724-6027 10000.

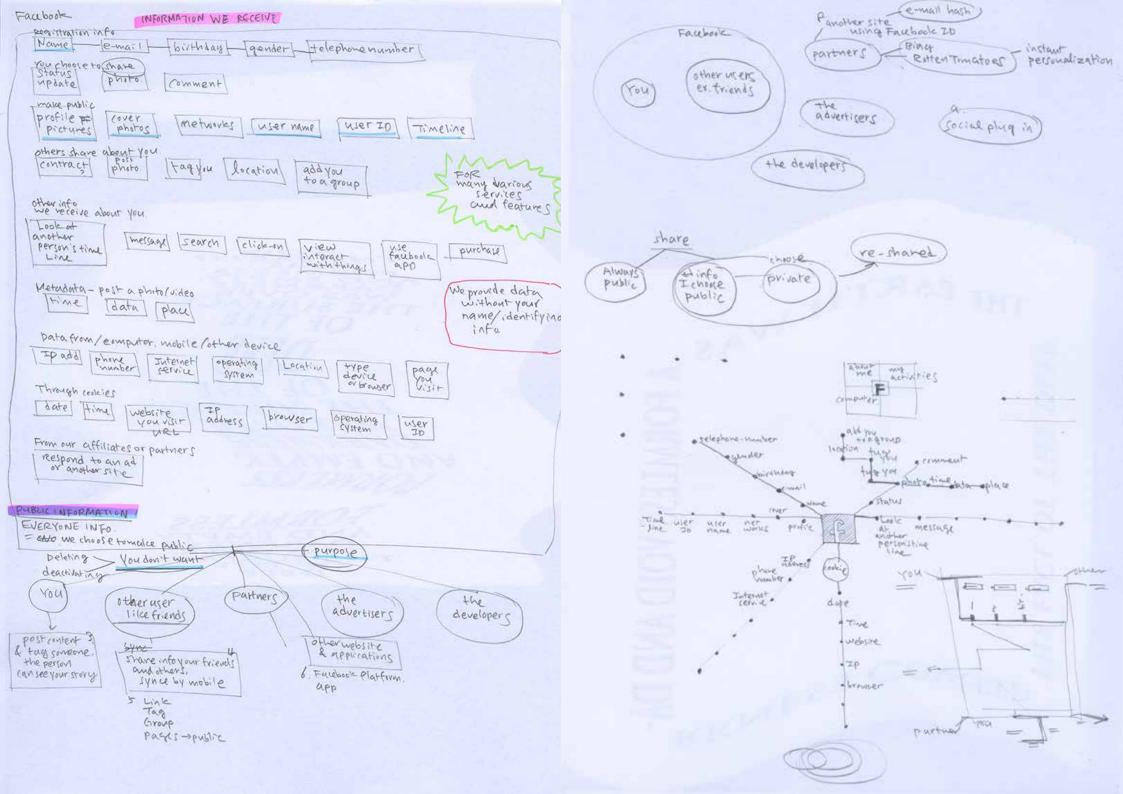
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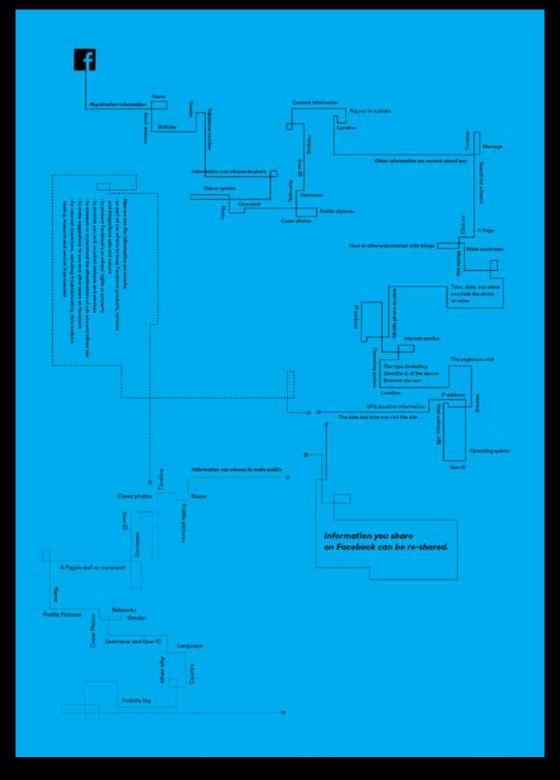
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FACEBOOK how it used (1. Information we receive provide you Oinformation we receive about you other users like friends partners - Your info the advertisers -registration info the developers name e-mail - barbore birthday beceive your permission gender -> unless we have form your notice telephone number remove your name. - into you chouse to share Status update and upload a photo/coment on friend's story - treatest like into you choose to make public Deleting and deactivating peactivate - hold profilepictures weditin do not delete info cover photos w Your friend will still see you gender disted in their ligh networks usernamed Deletion user ID permanently deleted from Facebool Into others share about you I month to delete Contract info but some info remain in backup post a photo copies and logs torup togod, tag you in a photo/status update location add you to a group Other into we receive about you - look at another person's timeline send or receive a message search for a friend/a Page Click on view or interact with things use a facebook makaile app make purchase through Facebook friend when post a photos or video/metadata Facebook date place - Data from or about the computer/mobile/other device IP address mobile phone number Internet service operating system the type (including identifiets) of the device or browser page you visit - through cookies the date time website you visit or URL address technical info about IP address, browser

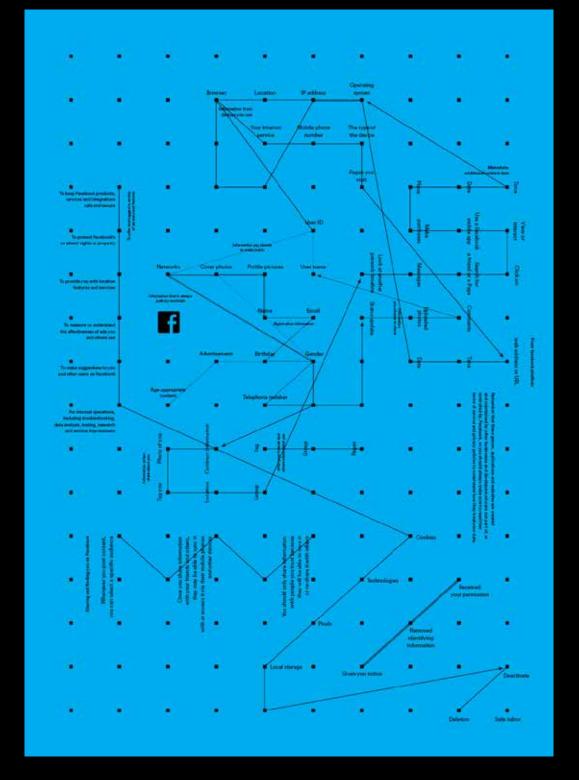
operating system USEY ID - from our affiliates or partners how to you responed to an ad or on another site purpose offer and suggest a variety of services and features A We only provide data remove name and any other personal identying info 2 public information = Everyone into = you choose to make public -info you choose to make public - Drivone including people off Facebook name profile pictures always publicly available cover photos even off Fauboole timeline User ID when sime one does a usename research on Facebook or a public search engine Public Stories - page's wall ir comment on a news article -always public - Usernames Wer IDS someone can see your public info - If you do not want > turn off all platform from your privacy settings but no longer be able to use any games/application



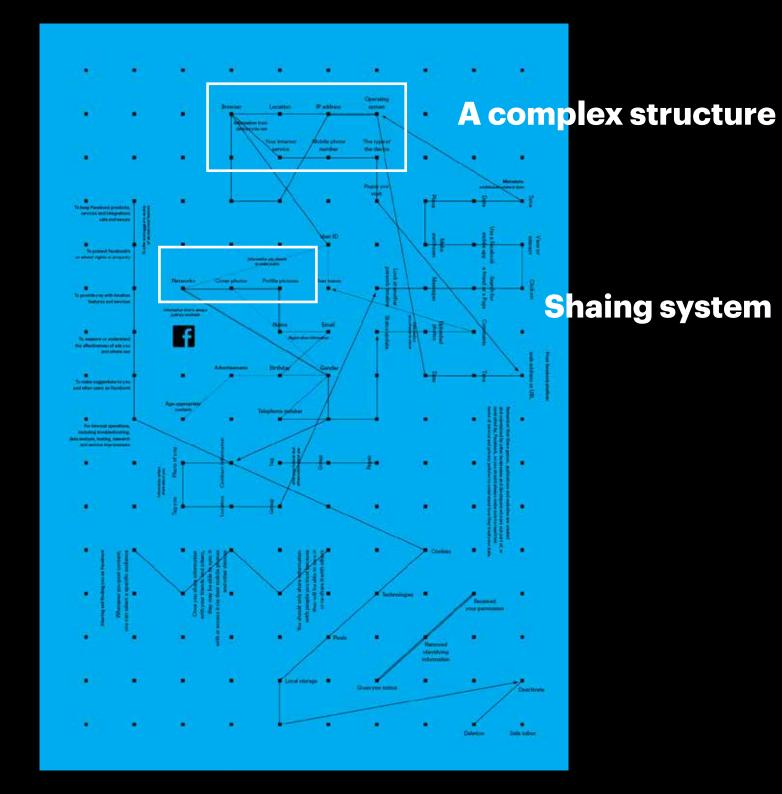
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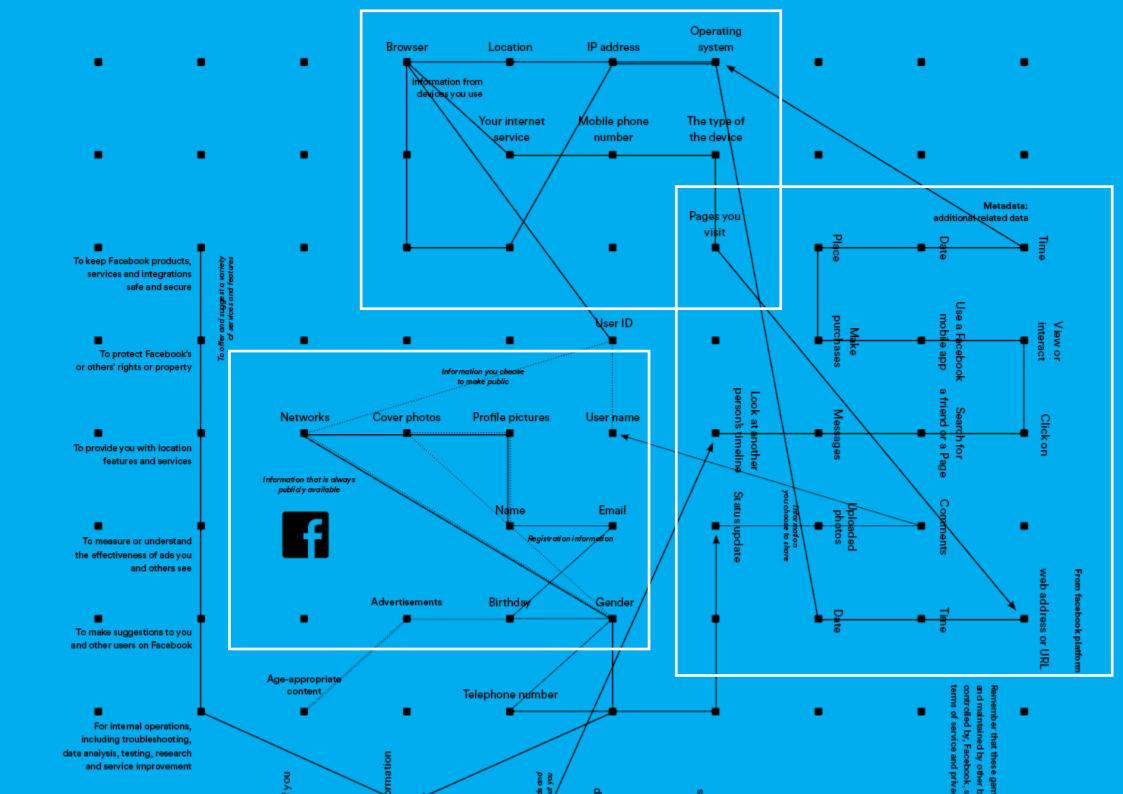


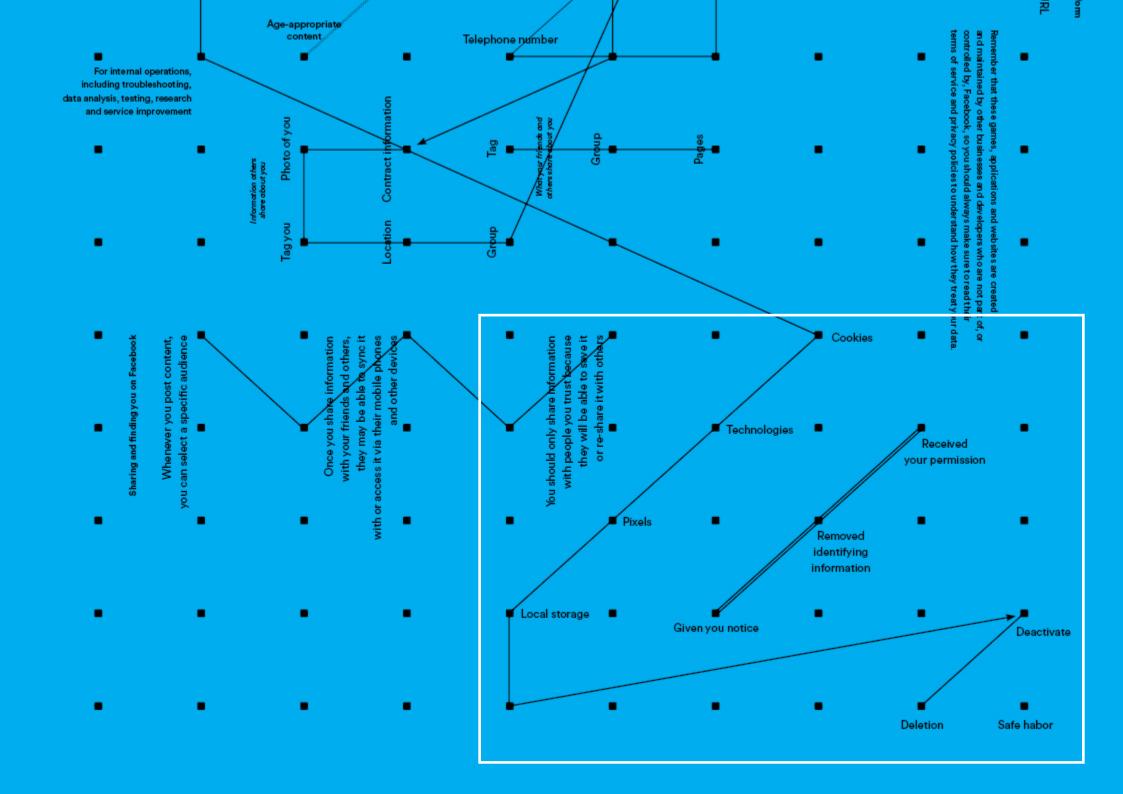
### Facebook



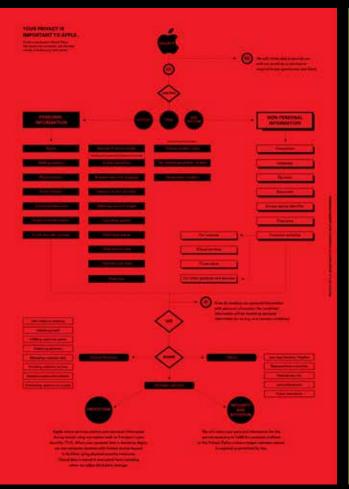
### Facebook



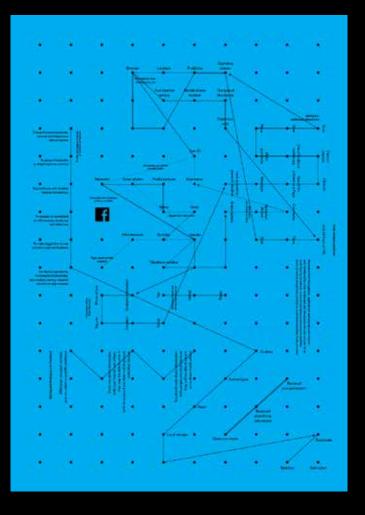




### **Results**







### **BREAK POINT**

So, what is my statement?

People focus too much on the fact that their private information might be used in a bad way through public space.

What is the meaning of information to the company?

## Information as core assets

## "Businesses will often treat such information as assets," said Marc Rotenberg,

executive director of the Electronic Privacy Information Center, an advocacy group.

## "For many businesses, it's their primary asset."

The company makes most of its money from ads that target its more than 845 million users based on the personal information they divulge on the site. Facebook earned a profit of \$668 million last year and could be valued at \$100 billion or more when it goes public next month.

## Companies are protecting people's private information as their crucial assets.

How can I improve my visualization of the terms and conditions in order to present this message?

## The structure, for instance a castle or a city, represents the concept of protection



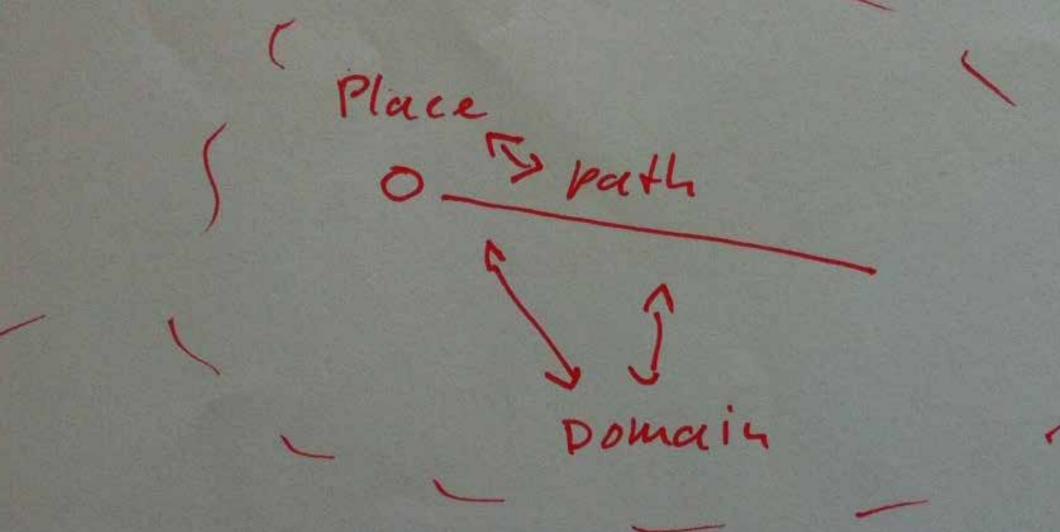
## **Christian Norberg-Schulz**

Norwegian architect
Architectural historian and theorist

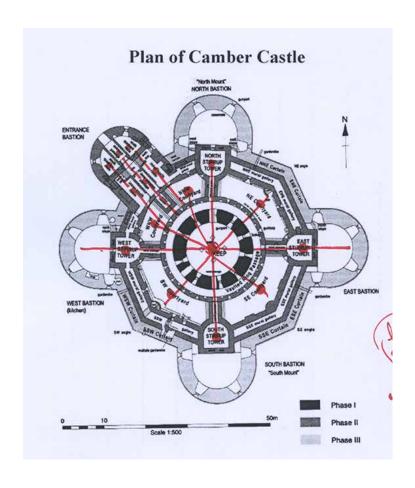


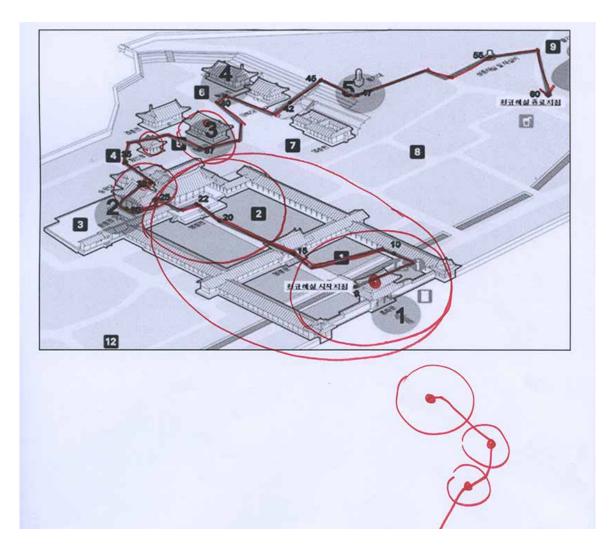
Existence, Space and Architecture Praeger Publishers, London, 1971

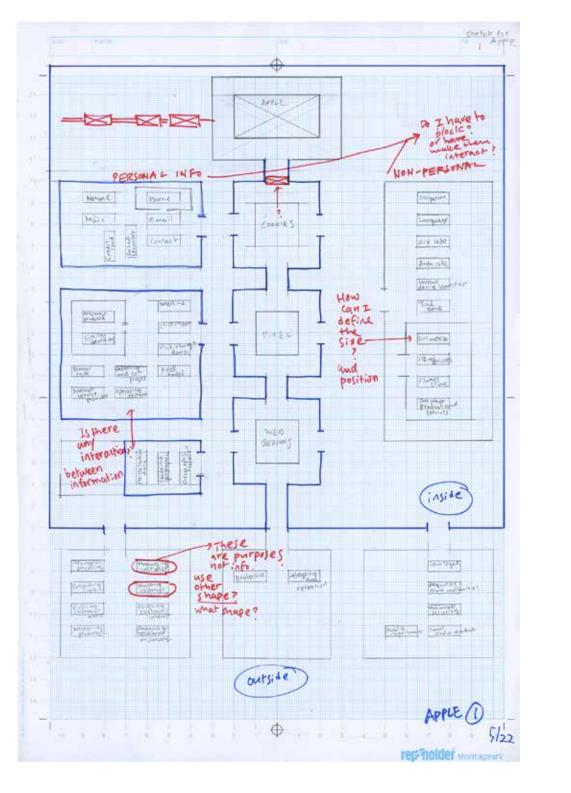
Basic organizational schemes exist in the establish of centers or places, directions or paths and area or domains

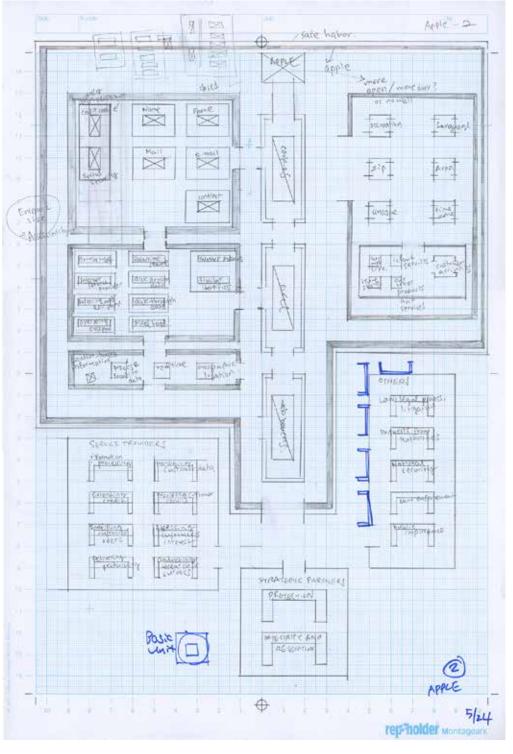


### Reference for **Apple**

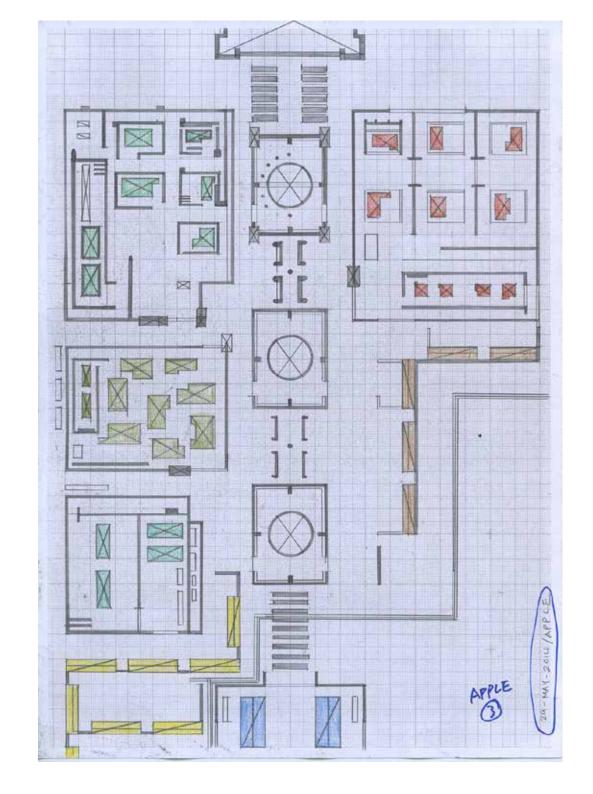




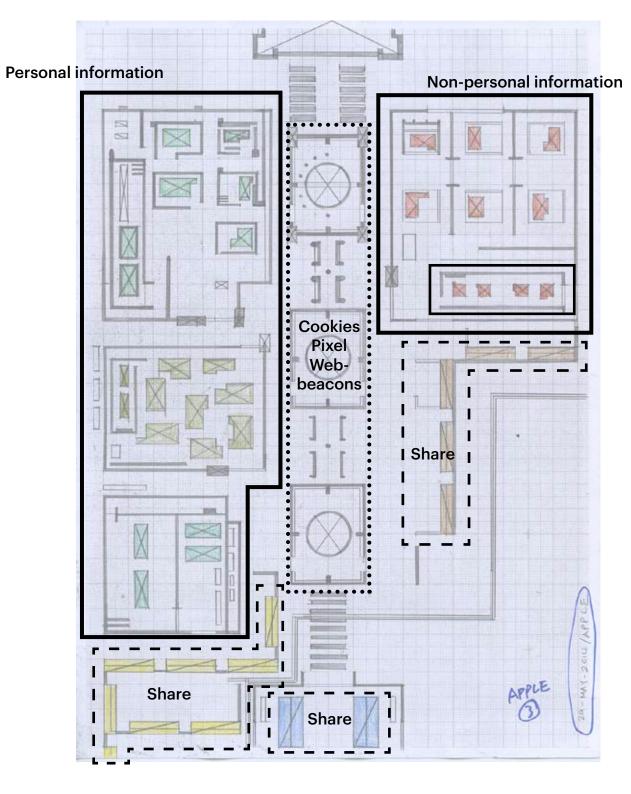


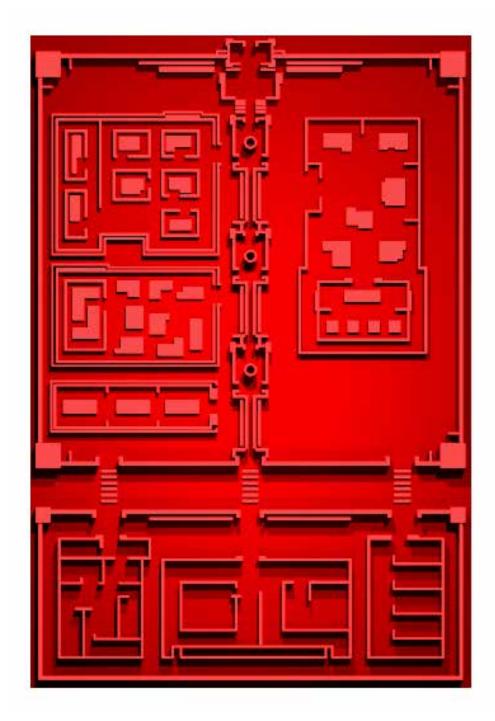


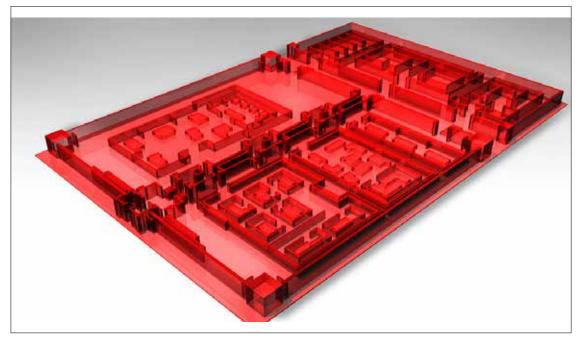
### A floor map for **Apple**



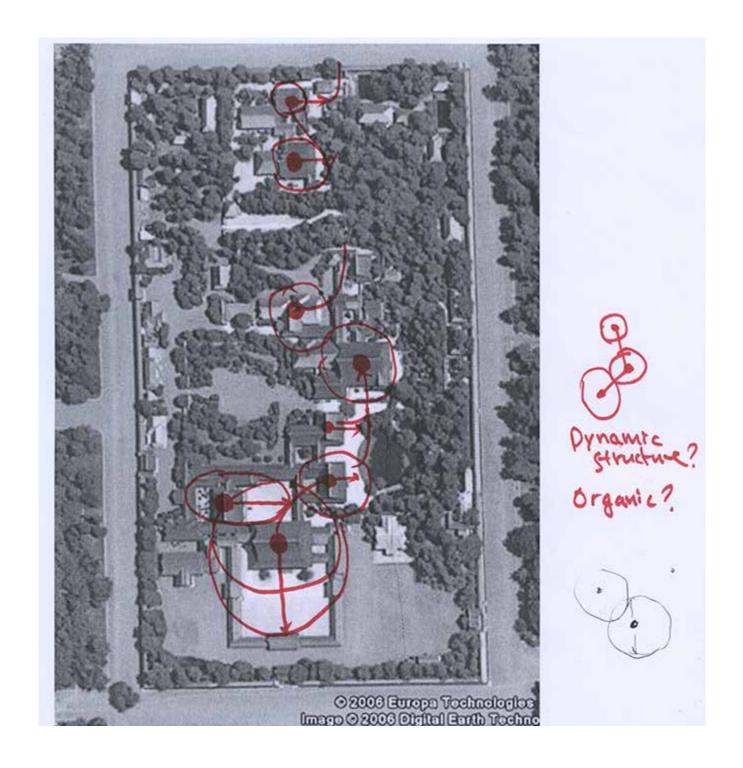
### A floor map for **Apple**

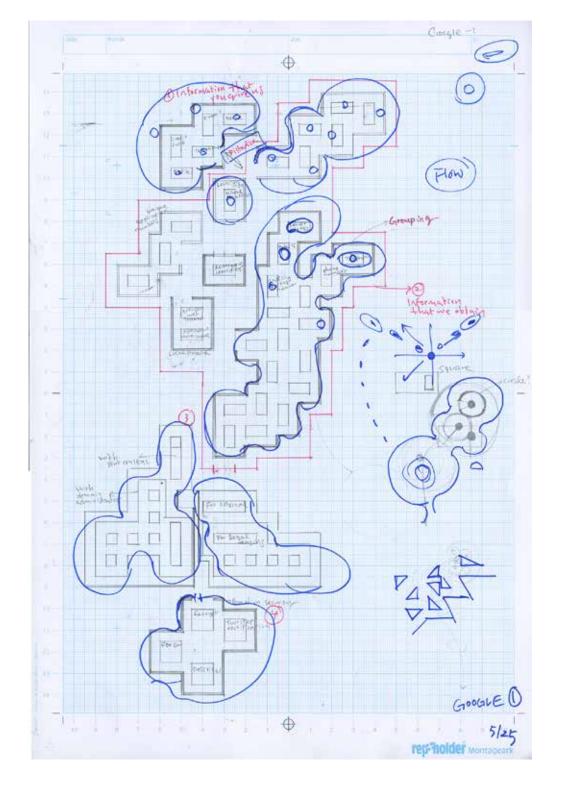


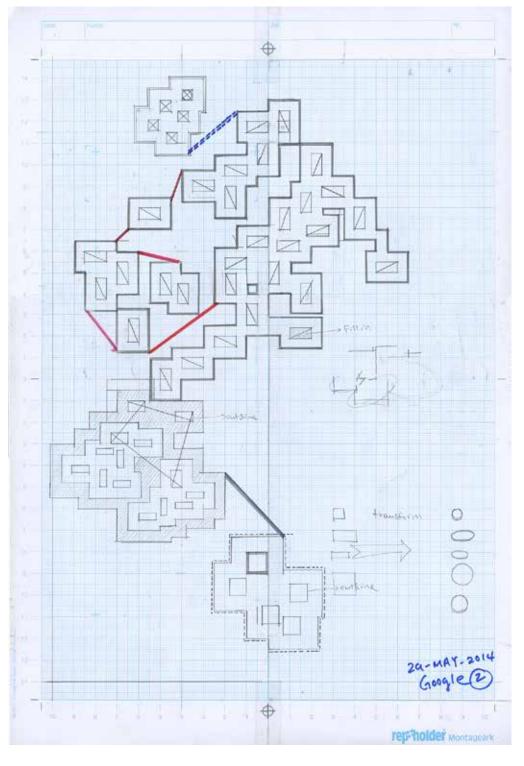


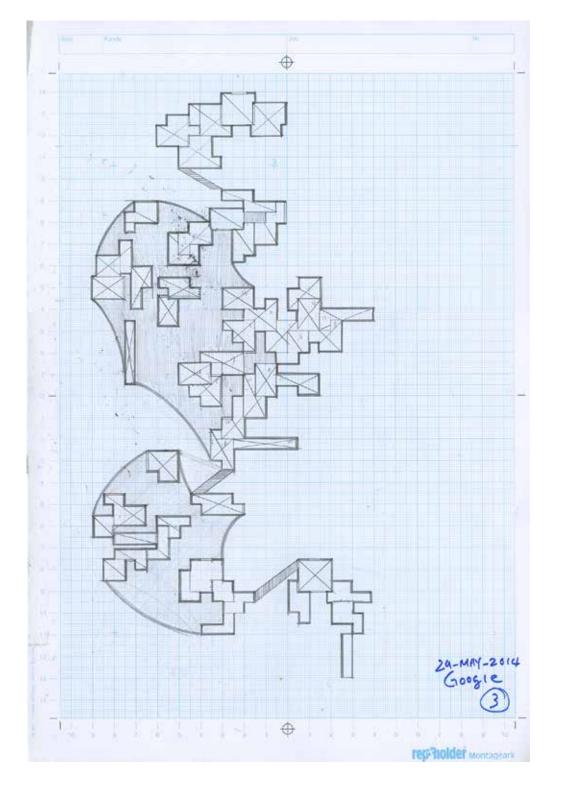


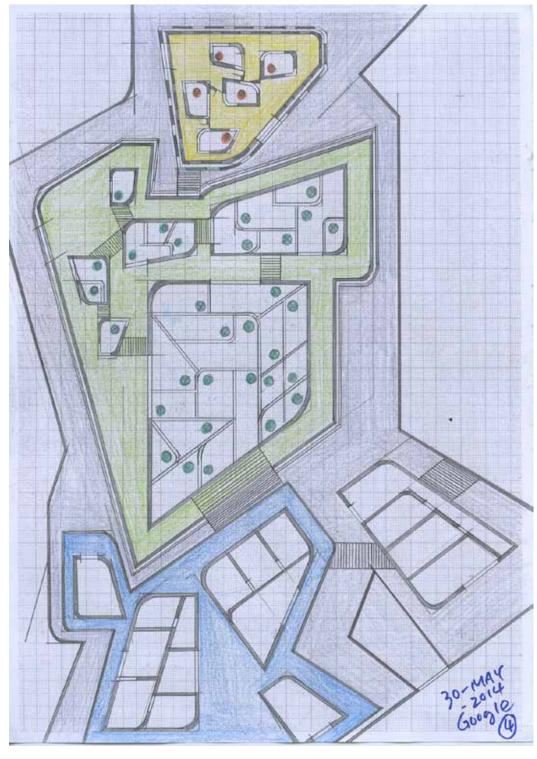
### Reference for **Google**



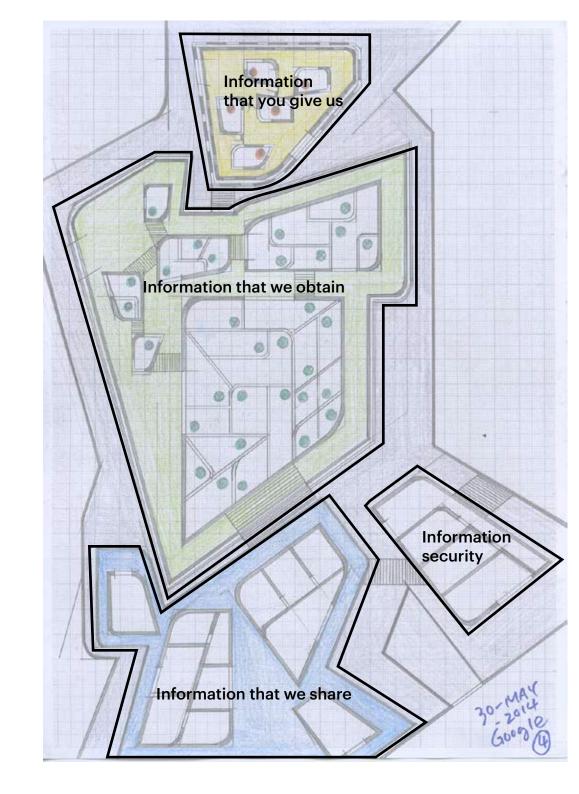


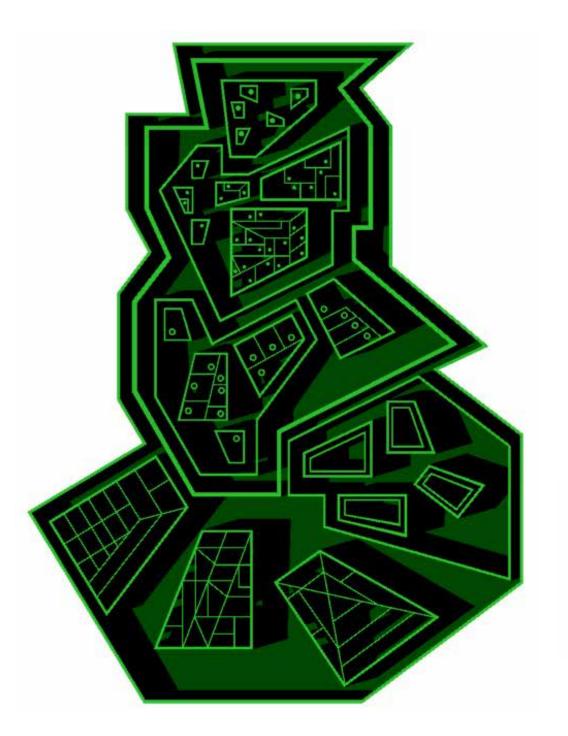




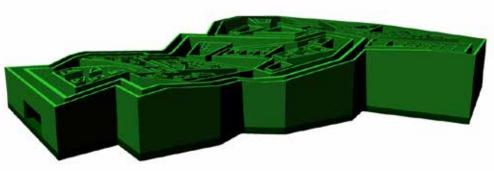


### A floor map for **Google**

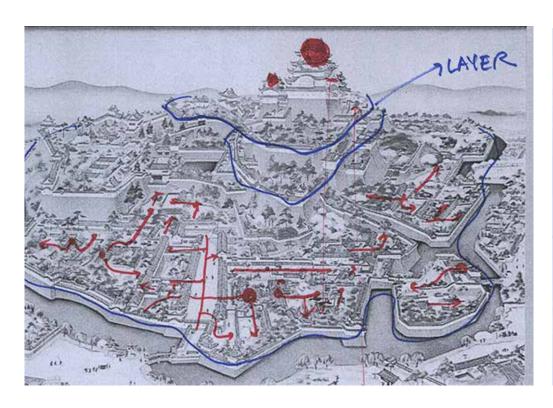


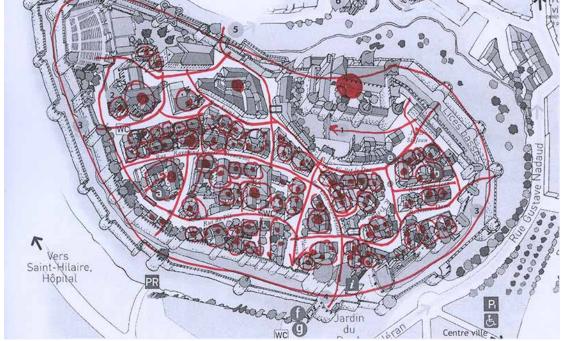




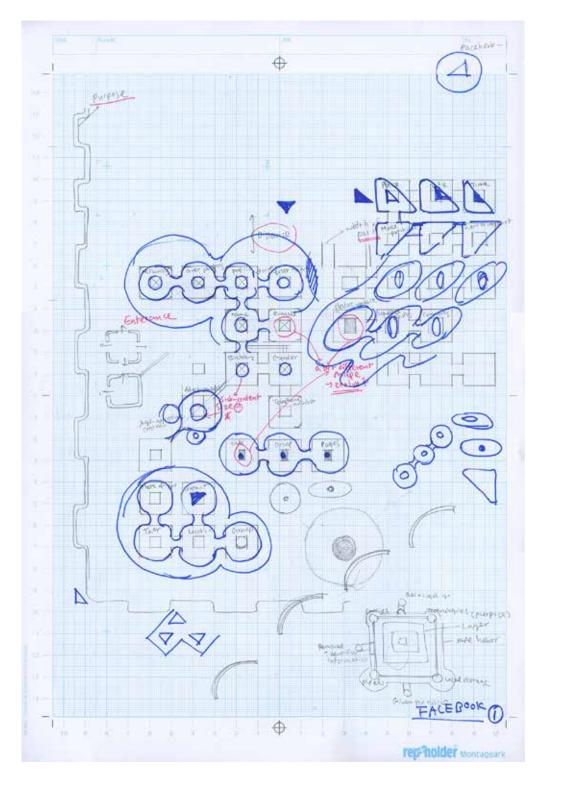


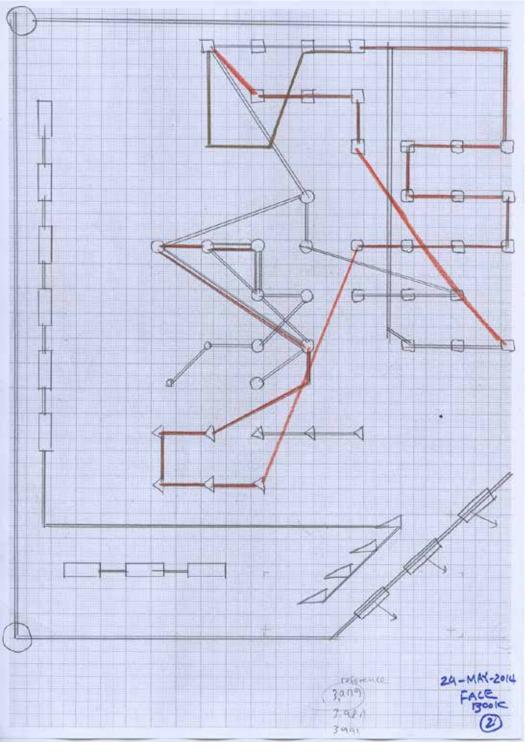
### Reference for **Facebook**

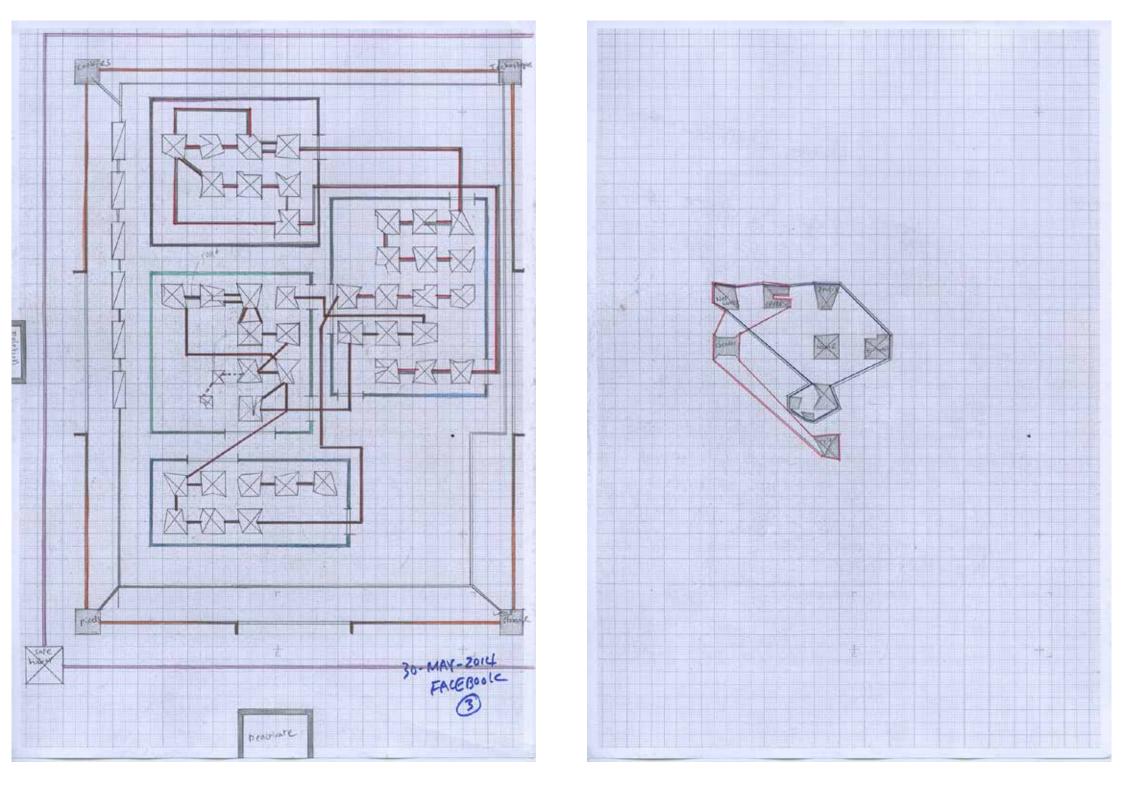


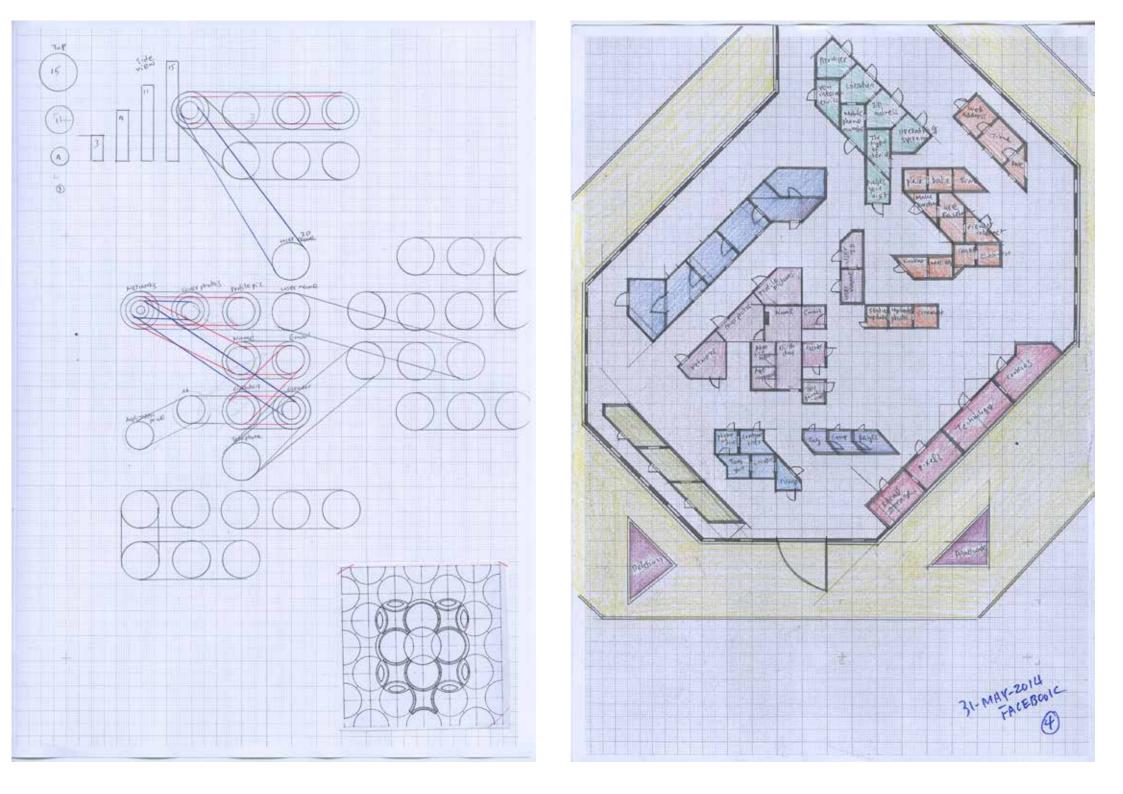


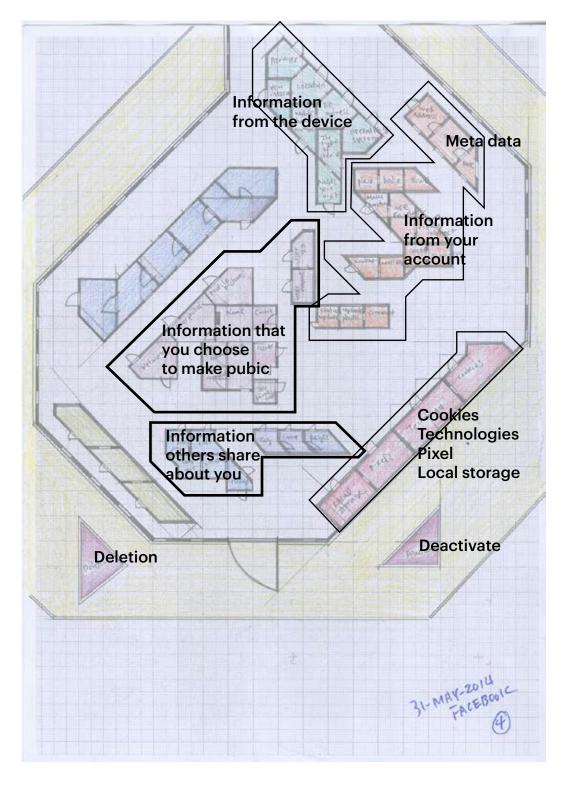
A hilltop Japanese castle complex located in Himeji, Japan. The castle is regarded as the finest surviving example of prototypical Japanese castle architecture, comprising a network of 83 buildings with advanced defensive systems from the feudal period. Himeji Castle dates to 1333, when Akamatsu Norimura built a fort on top of Himeyama hill. Himeji Castle is the largest and most visited castle in Japan, and it was registered in 1993 as one of the first UNESCO World Heritage Sites in the country.



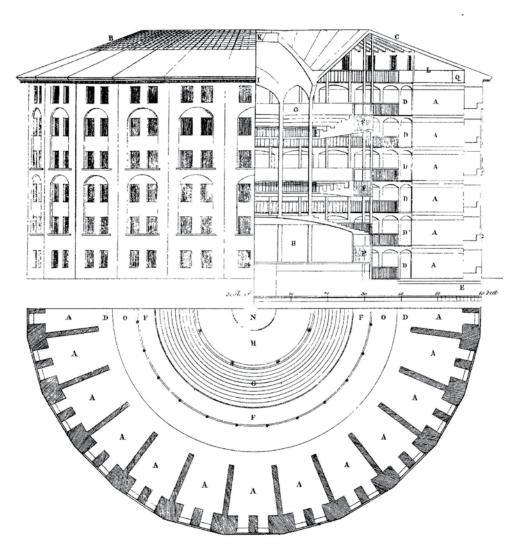


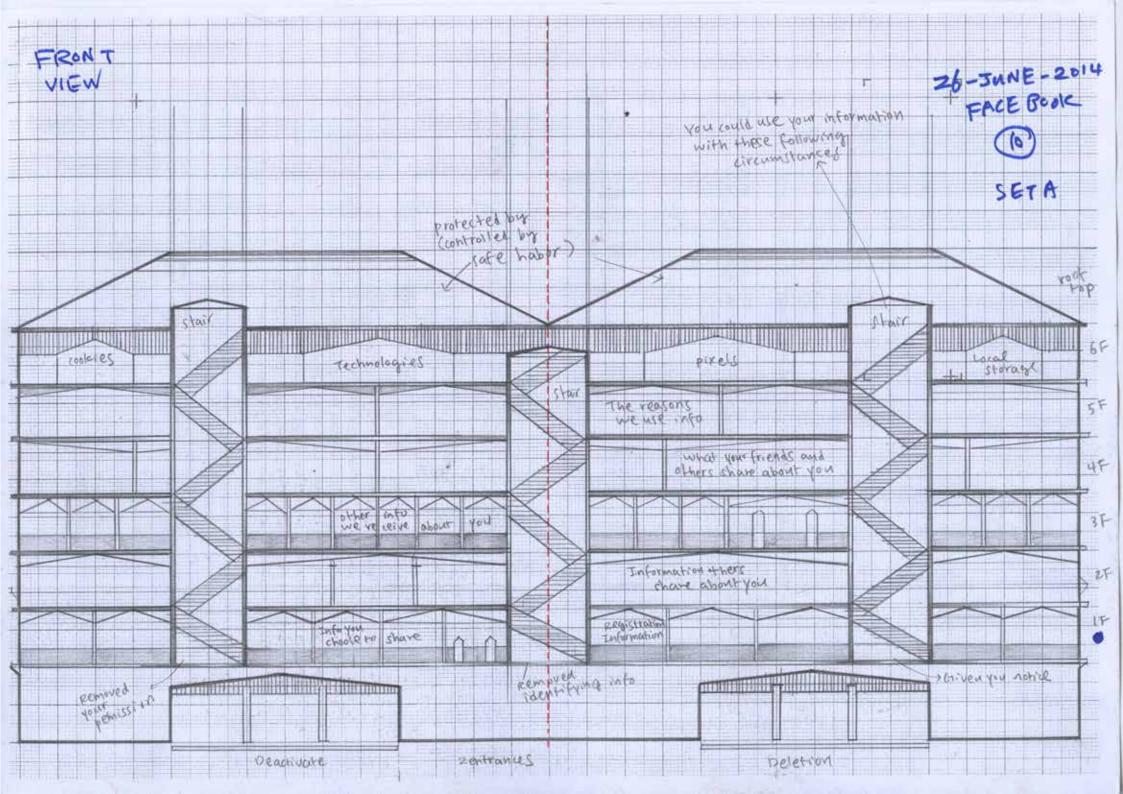


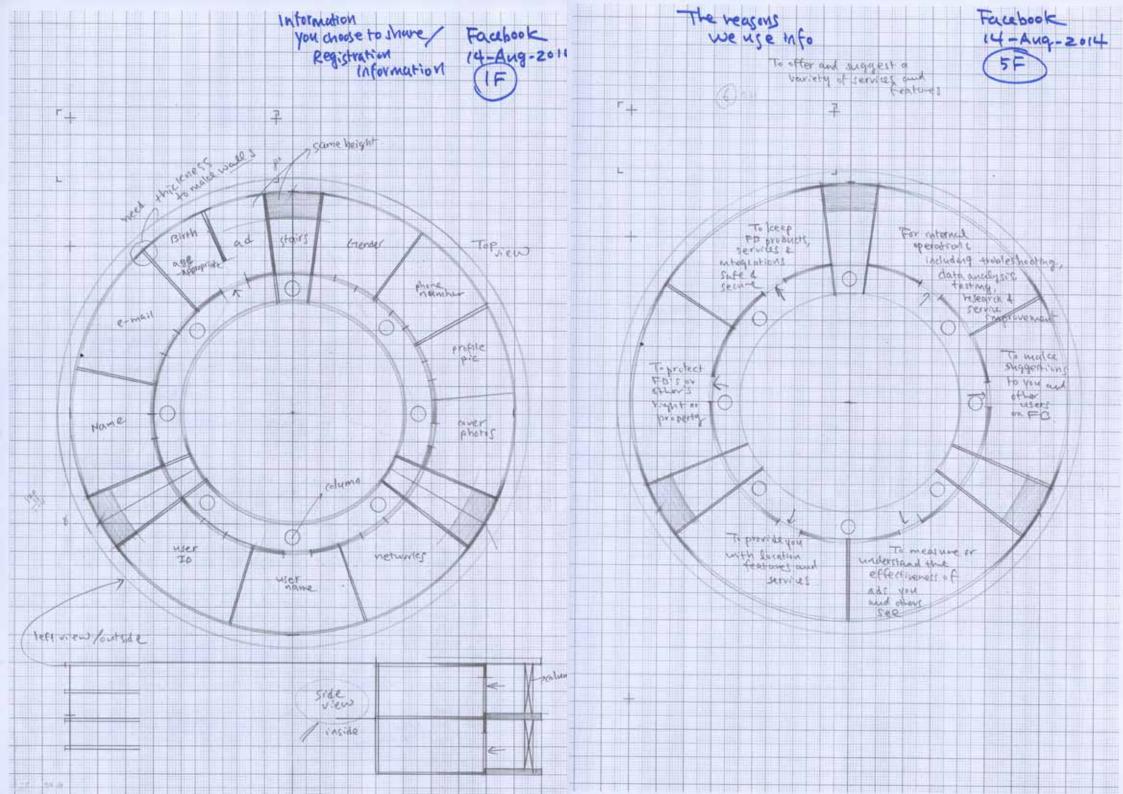




## The Panopticon designed by Jeremy Bentham





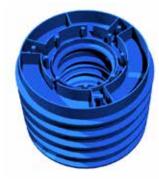


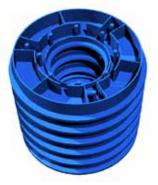




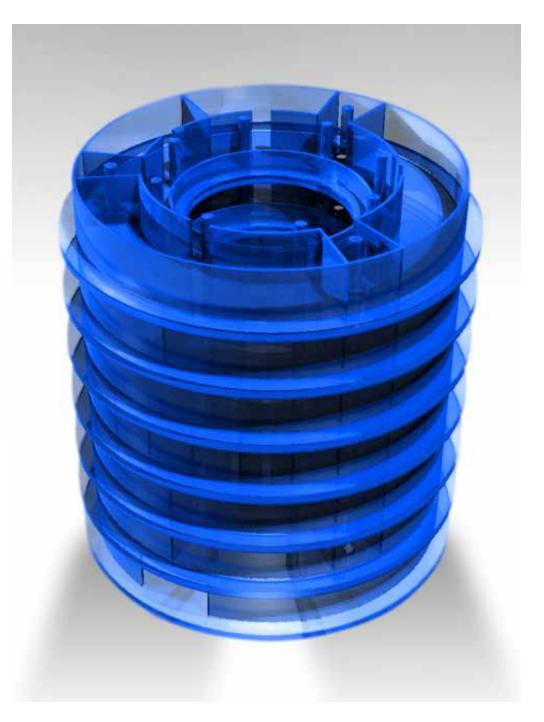


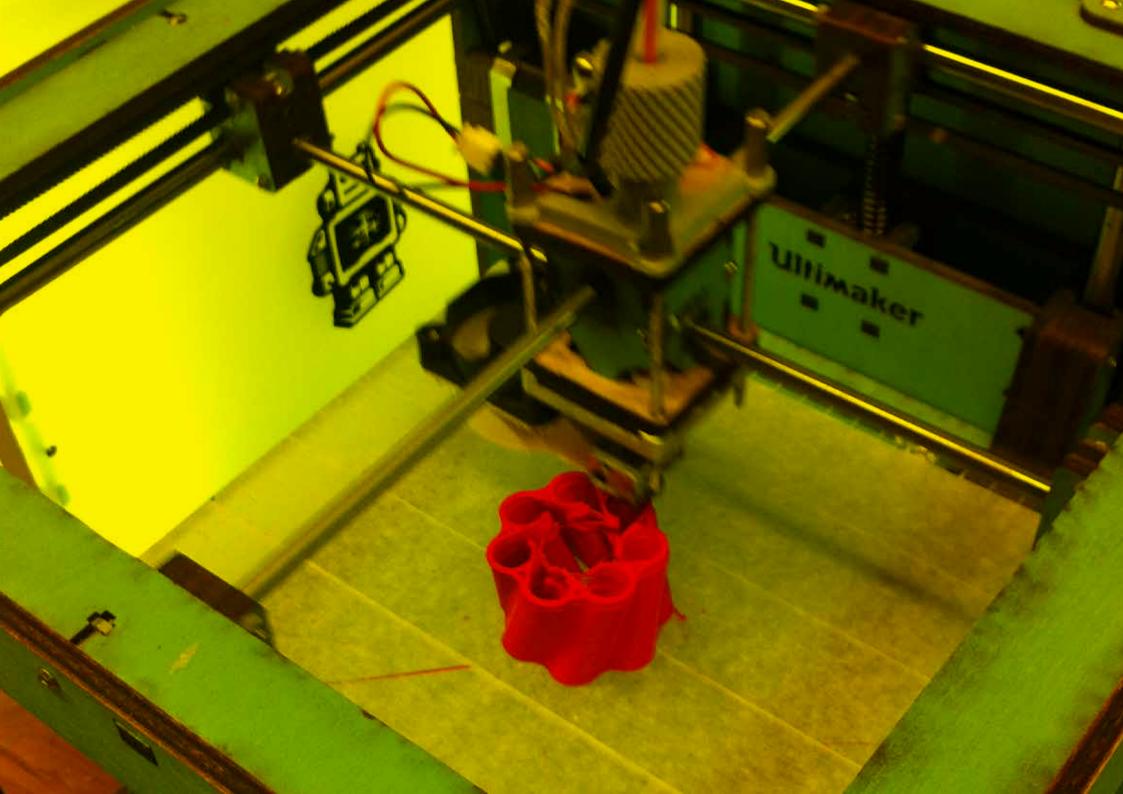














## 다음 프로젝트는

# The next move is

Final destination will be developing a program that can make visuals automatically by using the information of the terms and conditions.

데이터 시각화의 가능성 : 주관적? 혹은 객관적?

A range of possibilities of data visualizaiton: subjective? or objective?

## 감사합니다

## Thank you