

App Privacy

Data Linked to You

The following data may be collected and linked to your identity:

Contact Info

- **Name:** Such as first or last name
- **Email Address:** Including but not limited to a hashed email address.
- **Phone Number:** Including but not limited to a hashed phone number.
- **Physical Address:** Such as home address, physical address, or mailing address.
- **Other User Contact Info:** Any other information that can be used to contact the user outside the app.

User Content

- **Photos or Videos:** The user's photos or videos
- **Customer Support:** Data generated by the user during a customer support request.

Identifiers

- **User ID:** Such as screen name, handle, account ID, assigned user ID, customer number, probabilistic identifier, or other user- or account-level ID that can be used to identify a particular user or account.
- **Device ID:** Such as the device's advertising identifier, or other device-level ID.

The Purpose of collecting this data:

Analytics

Using data to evaluate user behavior, including to understand the effectiveness of existing product features, plan new features, or measure audience size or characteristics.

Product Personalization

Customizing what the user sees, such as a list of recommended products, posts, or suggestions.

App Functionality

Such as authenticating the user, enabling features, preventing fraud, implementing security measures, ensuring server up-time, minimizing app crashes, improving scalability and performance, or performing customer support.