

## Privacy Policy YellowRed

The Privacy Policy (the “Privacy Policy”) describes how YR Company LLC (the “Company” or “we,” “our” or “us”) collects, uses and shares your personal data and information (collectively, “Personal Information”) when you download and use the YellowRed app (the “App”). For purpose of this Privacy Policy, “Personal Information” means any information relating to an identified or identifiable individual. “You” means the individual access or using the App, or the company, or other legal entity, on behalf of which such individual is accessing or using the App. Before accessing, using or interacting with the App you should carefully review the terms and conditions of this Privacy Policy.

By installing and using the App, you agree to our collection, use, sharing and storing of your Personal Information as detailed herein. You also agree to our Terms and Conditions.

### Our Attempt to Store as Little Data as Possible

- Your privacy is important to us. We value your privacy and are committed to protecting it.
- The App is made by college students for college students, so we understand that our customers want to keep their data private.
- We have taken measures to only collect and store the essential information and to keep our customers’ data and Personal Information private, which is the way we believe data use should be.

### Cookie Usage

- NONE! We do not use any cookies to automatically collect your information.

### What We Collect

- When you download the App and input your information, we store the following Personal Information: your full name, phone number, email address, university affiliation, quantity of yellow button presses, quantity of red button presses, and emergency contacts. As utilized in the App, your emergency contacts solely consist of the person’s name and phone number. By inputting your emergency contacts into the App, you consent and hereby grant full access to such individuals to receive Personal Information about you.

### Button Presses

- Yellow button activated: we store which button is pressed, the active state (if it is active or not active), and the start-time. For location updates, we store your location (geo-point, latitude and longitude) and time stamp (location updates every ten seconds). When the button is deactivated, **we delete location data instantly.** However, the end time and start time of the yellow button activation is retained.

- Red button activated: we store which button is pressed, the active state (if it is active or not active), and the start-time. For location updates, we store your location (geo-point, latitude and longitude) and time stamp (location updates every ten seconds). When the button is deactivated, we delete location data after seven days. However, the end time and start time of the red button activation is retained.
- **Even if you select to always share your location with us via the App, we do not store this data.** We only will store location when a button is activated and seven days after a red button is pressed.

## How We Use Your Information

- Name/phone number/email: Assists in app functionality.
- University affiliation: Used internally to see popularity in different schools.
- Quantity of Yellow/Red button presses: To know how many individuals are using our app which is utilized to see different effectiveness in different demographics and to serve in marketing purposes.
- Emergency contacts: Ensures the messages get to the needed recipients.
- Start/stop time Yellow button: Provides us with data on whether or not the app is being used effectively and can help us improve in the future.
- Start/stop time Red button: Provides us with data on whether or not the app is being used effectively. We retain your location information for seven days in case of an emergency situation that might involve law enforcement.

## What We Do Not Collect

- We attempt to collect as little Personal Information as possible. We will continue to balance the collection of essential data to assist the App's improvement and functionality while protecting your privacy.

## How We Share Your Information

- We intend only to share your information in case of an emergency that we determine, in our sole discretion, may require law enforcement intervention or assistance, and in this case, we intend only to share your information with such appropriate law enforcement and your emergency contacts.
- In addition, we may retain and share your Personal Information for the periods necessary to: (a) fulfill the purposes described in this Privacy Policy, (b) provide technical support and maintenance of the App, (c) meet the timelines determined or recommended by regulators, professional bodies, or associations, (d) comply with applicable laws, legal holds, and other legal obligations (including contractual obligations), (e) allow us to pursue legal actions, remedies, or limit the damages that we may sustain and (f) comply with your requests.

## Information Security

- We have implemented appropriate and reasonable physical, technical, and administrative safeguards to help prevent unauthorized access to, use of, and disclosure of, your Personal Information. However, there is no perfect security. We cannot ensure or warrant the security of your Personal Information. You are responsible for maintaining the secrecy of any credentials used to access your account with us and you should report suspected unauthorized activity to us immediately.
- We reserve the right, at our sole discretion, to terminate your access to the App and any contract you have with us in the event we learn or suspect you have disclosed your account or password information to an unauthorized third party or for other security reasons or for violation the Terms and Conditions.

## Information Submitted by Children

-This App is not intended for children nor targeted to children under the age of sixteen (16). We do not knowingly collect Personal Information from children under the age of sixteen (16). If we learn that we possess Personal Information from a child under the age of sixteen (16), we will delete such information in accordance with applicable law. If you are a parent or guardian and you believe that a child under the age of sixteen (16) has provided us with Personal Information without your consent, please contact us at [jonah@yellowred.app](mailto:jonah@yellowred.app).

## Privacy Rights

- You may have the following rights with respect to the data we collect about you:
  - The right to be informed
  - The right of access
  - The right to rectification
  - The right to erasure
  - The right to restrict processing
  - The right to data portability
  - The right to object to processing
  - Rights in relation to automated decision-making and profiling
- You can inquire about your Personal Information and how we collect, process, store and use it, and obtain further information on the above data privacy and subject rights by contacting us at [jonah@yellowred.app](mailto:jonah@yellowred.app).

## Continuous Commitment

- We attempt to collect as little data as possible. We will continue to balance the collection of essential data to assist the App's improvement and functionality while protecting your privacy at every turn.
- We reserve the right to revise this Privacy Policy at our sole discretion at any time. It is your responsibility to review our Privacy Policy each time you use the App or provide personal information to us as our Privacy Policy may have changed.