Kitemetrics Privacy Policy

Last Updated: May 4, 2017

Kitemetrics, a software service provided by Kitefaster, LLC., (herein referred to as "Kitemetrics") offers services to iOS mobile application developers. Kitemetrics provides keyword level attribution for Apple Search Ads, application usage data and analytics. Kitemetrics includes a software development kit (SDK) and services focused on analysis and computation of the behavior and usage of mobile applications, including app analytics, event tracking, and conversion tracking. This Privacy Policy explains how Kitemetrics collects and uses information about visitors to Kitemetrics websites and end users of apps that use Kitemetrics SDK.

Note that the Kitemetrics SDK is released under the Apache License, Version 2.0 available at http://www.apache.org/licenses/LICENSE-2.0. This privacy policy does not apply to versions of the Kitemetrics SDK that have been forked or modified by third party Developers.

The Information Kitemetrics Collects

Kitemetrics's Websites

When you visit Kitemetrics's websites, including kitemetrics.com and cloud.kitemetrics.com, Kitemetrics's servers may record certain information. This information includes your IP address, browser type, operating system, the referring web page, pages visited, and cookie information. A cookie is a small text file stored on the customer's hard drive for an extended period of time, which may include a unique identifier that is sent to a user's browser from a website's computer and stored on the user's computer's hard drive. The website placing the cookie on the user's computer can then recognize the computer when the user navigates the website at a later time. Although most web browsers automatically accept cookies, some browsers' settings can be modified to decline cookies or alert you when a website is attempting to place a cookie on your computer. Consult the help manual for your browser for detailed information. If you choose to decline cookies, then you may lose some of the functionality associated with Kitemetrics or its websites.

Kitemetrics SDK

When you use an application that has integrated Kitemetrics SDK, Kitemetrics's servers may record certain information. This information may include the name and app store identifier of that application, the bundle identifier and build version of that application, unique mobile device identifiers (e.g. identifier for vendor, advertising identifier [IDFA]), IP addresses, timestamps, device model names, device operating system names and version numbers, the language and country settings of the device, custom application events and errors defined by Developers and the associated attributes, application events predefined by Kitemetrics (e.g. Install, Reinstall, Purchase, Add to Cart, Start Checkout, Sign Up, Log In, Invite, Session Start and Stop) and the associated attributes, app lifecycle events, and Apple Search Ads Attribution information (e.g. ad group name, ad group id, campaign name, campaign id, click date, conversion date, creative id, creative name, keyword, organization name).

How We Use the Information Kitemetrics Collects

Information from Kitemetrics Websites

Kitemetrics uses web log information, along with cookies, pixels, and similar technologies, to operate our websites, better understand how they are used, resolve technical problems, and enhance your experience on Kitemetrics's websites.

Information from Kitemetrics SDK

Kitemetrics uses the information collected by the Kitemetrics SDK in order to provide Kitemetrics services, including providing customer support to Developers, creating aggregate measures of the usage, engagement, and performance of Kitemetrics services, and improving Kitemetrics SDK, Kitemetrics services, and any other Kitemetrics and Kitefaster service or software. Kitemetrics also allows Developers to share the information collected by Kitemetrics SDK with third parties, depending on whether Developers choose to license their data to third parties. You should review the governing privacy policies of the apps you use.

How We Share the Information Kitemetrics Collects

Kitemetrics may disclose aggregate measures of the usage, engagement, and performance of Kitmetrics's websites, Kitmetrics SDK, and Kitmetrics services that do not identify any particular user or device. Otherwise, except for sharing information with service providers as described below and otherwise with Kitefaster and third parties, at the discretion of Developers as described above, Kitemetrics does not disclose information collected by Kitmetrics's websites or Kitmetrics SDK to any third party. Notwithstanding anything to the contrary in this Privacy Policy, Kitemetrics may preserve or disclose your information when it has your consent to do so or if it believes that it is reasonably necessary to comply with a law, regulation, legal process, or governmental request, to protect the safety of any person, to address fraud, security or technical issues, or to protect the rights or property of Kitemetrics, Developers, End Users, or visitors to our websites.

Choices

Collection of information is at the discretion of each Developer, so please consult with the Developer whose application you are using as to how to opt out of sharing information with Kitemetrics. Your iOS mobile device may provide a "Limit Ad Tracking" setting. When you have opted out using this settings on a device, Kitemetrics will not collect the advertising identifier. Note that Kitemetrics itself does not use such in-app information for advertising purposes, however such information may be used by Developers to help them decide which types of advertisements to run in the future.

Children

Kitemetrics does not permit Kitemetrics SDK to be used by Developers to collect information from applications directed to children or about users who a Developer knows are under the age of 13. Kitemetrics is not directed to children and Kitemetrics does not knowingly collect personal information from children under 13 years of age. If you learn that Kitemetrics has collected any personal information from children under 13 years of age, please contact us at support@kitemetrics.com.

Information Collected by Others
Please be advised that we do not control and are not responsible for the privacy practices of any third party, including, but not limited to, Developers and any website or service that links to or from Kitemetrics's website, Kitemetrics SDK, or Kitemetrics services. Please be sure to review the privacy policies of any websites and applications that you may use. This site may contain links to other sites. Kitemetrics is not responsible for the privacy practices or content of these other sites. When you leave our site or view a portion of a third party's site through our site, we encourage you to read the privacy policies of each such site. This Privacy Policy applies solely to information collected by Kitemetrics via the Kitemetrics websites or the Kitemetrics SDK.

Confidentiality and Security

Kitemetrics has reasonable security measures in order to protect both personal and non-personal information from loss, misuse and unauthorized access, disclosure, alteration, or destruction.

Changes to this Privacy Policy

We may amend this Privacy Policy from time to time. If we make a change to this policy that, in our sole discretion, is material, we will notify you by posting notice of these changes on our website home page and in this Privacy Policy.

Changes in Corporate Structure

In the event that Kitemetrics is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, information collected by Kitemetrics may be sold or transferred as part of that transaction. The promises in this Privacy Policy will apply to your information as transferred to the new entity.

Consent to Data Processing and Transfer

When using Kitemetrics's websites or any application that has incorporated the Kitemetrics SDK, you consent to the collection, transfer, manipulation, storage, disclosure and other uses of your information as described in this Privacy Policy. This includes any information you choose to provide that is deemed sensitive under applicable law. Irrespective of which country you live in, you authorize Kitemetrics (and Kitefaster, as applicable) to use your information in, and as a result to transfer it to and store it in, the United States and any other country where Kitemetrics (or Kitefaster, as applicable), or any third-party service providers acting on its behalf, operates. Privacy and data protection laws in some of these countries may vary from the laws in the country where you live.

Contact Us

If you have any questions about our Privacy Policy, the Kitemetrics websites or the SDK, or any inquiries or requests regarding your information, please contact us at support@kitemetrics.com. If you wish to access, correct, or modify personal information you have provided to us in association with your Developer account, we provide you with account tools related to

Kitemetrics at cloud.kitemetrics.com. If you wish to delete your account, you may do so by contacting support@kitemetrics.com.