Welcome to Pallipets ("Pallipets," "we," "us" or "our"). Pallipets provides a fast, beautiful and fun way for you to share media through our content-sharing platform. Just snap a photo add comments (if you like) and share! Our Privacy Policy explains how we collect, use, share and protect information in relation to our App and your choices about the collection and use of your information. By using our Service, you understand and agree that we are providing a platform for you to post content, including photos, comments and other materials ("User Content"), to the Service and to share User Content publicly. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the Service, consistent with the terms and conditions of this Privacy Policy and our Terms of Use (which were agreed to when signing up). Our Policy applies to all visitors, users, and others who access the Service ("Users"): 

1) Information We Collect
2) How We Use Your Information
3) Sharing of Your Information
4) How We Store Your Information
5) Your Choices About Your Information
6) Children's Privacy
7) Other Websites and Services
8) How to Contact Us About a Deceased User
9) How to Contact Us
10) Changes to Our Privacy Policy

1. INFORMATION WE COLLECT
We collect the following types of information.

Information you provide to us:
Your username, password and e-mail address when you register for a Pallipets account.
Profile information that you provide for your user profile (e.g., first and last name, picture, date birth, gender, location). This information allows us to help you or others be “found” on Pallipets and for statistical purposes. User Content (e.g., photos, comments, and other materials) that you post to the Service.
We may indirectly collect information about your behaviour and the device you are using to enable us to optimise the service we are providing. Communications between you and Pallipets. For example, we may send you Service-related emails (e.g., account verification, changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related e-mails.
2. HOW WE USE YOUR INFORMATION

In addition to some of the specific uses of information we describe in this Privacy Policy, we may use information that we receive to: help you efficiently access your information after you sign in remember information so you will not have to re-enter it during your visit or the next time you visit the Service; provide personalized content and information to you and others, which could include forms of marketing provide, improve, test, and monitor the effectiveness of our Service develop and test new products and features, monitor metrics such as total number of visitors, traffic, and demographic patterns, diagnose or fix technology problems automatically update the Pallipets application on your device Pallipets or other Users may run contests, special offers or other events or activities ("Events") on the Service.

3. SHARING OF YOUR INFORMATION

We will not rent or sell your information to third parties outside Pallipets (or the group of companies of which Pallipets is a part) without your consent, except as noted in this Policy.

Parties with whom we may share your information:

We may share your information with organisations that help us provide the Service to you ("Service Providers"). Our Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms. This information would allow third-party ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. We may remove parts of data that can identify you and share anonymised data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

Parties with whom you may choose to share your User Content:

Any information or content that you voluntarily disclose for posting to the Service, such as User Content, becomes available to the public, as controlled by any applicable privacy settings that you set. To change your privacy settings on the Service, please change your profile setting. Once you have shared User Content or made it public, that User Content may be re-shared by others. Subject to your profile and privacy settings, any User Content that you make public is searchable by other Users. If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service.

What happens in the event of a change of control:

If we sell or otherwise transfer part or the whole of Pallipets or our assets to another organisation (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, User Content and any other information collected through the Service may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honour the commitments we have made in this Privacy Policy.
Instances where we may be required to share your information:
Pallipets will disclose your information where required to do so by law or by judicial process or if we reasonably believe that such action is necessary to: comply with the law and the reasonable requests of law enforcement, enforce our Terms of Use, protect the security or integrity of our Service, exercise or protect the rights, property, or personal safety of Pallipets, our Users or others.

4. HOW WE STORE YOUR INFORMATION

Storage and Processing:
Your information collected through the App may be stored and processed in Britain or any other country in which Pallipets, a company in the same group of companies as Pallipets or Service Providers maintain facilities. Pallipets may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. By registering for and using the App you consent to the transfer of information to Britain or to any other country in which Pallipets, a company in the same group of companies as Pallipets or Service Providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

We use commercially reasonable safeguards to help keep the information collected through the App secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, Pallipets cannot ensure the security of any information you transmit to Pallipets or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed. Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and Pallipets, at all times. Your privacy settings may also be affected by changes the social media services you connect to Pallipets make to their services. We are not responsible for the functionality, privacy, or security measures of any other organisation.

5. YOUR CHOICES ABOUT YOUR INFORMATION

Your account information and profile/privacy settings:
Update your account at any time by logging in and changing your profile settings. As noted above, you may not opt out of Service-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices).

How long we keep your User Content:
Following termination or deactivation of your account, Pallipets may retain information (including your profile information) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.

6. CHILDREN’S PRIVACY
Pallipets does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the Service. The
Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at info@pallipets.co.uk.

7. OTHER SERVICES
We are not responsible for the practices employed by any services linked to or from our App, including the information or content contained within them. Your browsing and interaction on any third-party services are subject to that third party’s own rules and policies. In addition, you agree that we are not responsible and do not have control over any third-parties that you authorise to access your User Content. If you are using a third-party device and you allow them to access your User Content, you do so at your own risk.

8. HOW TO CONTACT US ABOUT A DECEASED USER
In the event of the death of a Pallipets User, please contact us at info@pallipets.co.uk. We will usually conduct our communication via email; should we require any other information; we will contact you at the email address you have provided in your request.

9. HOW TO CONTACT US
If you have any questions about this Privacy Policy or the Service, please contact us by emailing us via info@pallipets.co.uk.

10. CHANGES TO OUR PRIVACY POLICY
Pallipets may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of Pallipets or the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.