

## **Qualcomm® Demo Buddy App Privacy Policy**

This is the **Qualcomm Demo Buddy** App Privacy Policy (“Policy”). By using the **Qualcomm Demo Buddy (QDB)** App you are agreeing to this Policy. The **QDB** App is provided by Qualcomm Technologies, Inc., a company headquartered in California, U.S.A. (“we”, “us” or “our”). This Policy describes how we collect, use and protect the information collected via the **QDB** App. It also describes the choices available to you.

### **Safe Harbor.**

We comply with the U.S. – E.U. Safe Harbor framework and the U.S. - Swiss Safe Harbor framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal data from European Union member countries and Switzerland. We certify that we adhere to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view our certification, please visit <http://www.export.gov/safeharbor/>.

**Data Collection.** The QDB App may collect the following information::

- For iOS users only, the QDB App will determine your location within the Qualcomm® booth at Mobile World Congress (Barcelona, Spain) when it detects nearby Gimbal™ Beacons within the booth. **To stop our collection of your location, turn off “Location Detection” in the QDB App’s Settings screen;**
- The IP address used by your device, for the purpose of inferring the country of use (but not the exact location);
- Information about your device (e.g., make, model, OS, and other similar information, but not phone number) and settings (e.g., camera resolution settings, configuration settings), start and stop dates and times, camera on/off events, target image obtained/lost events, and other general usage information;
- Information about your version and use of the QDB App such as use of features, functions, or clicks on notifications or content, such as, for example, the images you capture using the augmented reality feature;
- Information that you may enter into the QDB App or that you may voluntarily submit to us, for example, if you participate in a survey, provide us feedback, send us questions, or otherwise supply additional information or respond to our request for information.

**Data Use.** In addition to the other uses of your information described in this Policy, we may use and process the data we collect to:

- Provide you alerts related to your proximity to Qualcomm’s booth at Mobile World Congress 2014 (iOS only), and enable you to use the QDB App features and functions such as the augmented reality feature;
- Infer the country of use and to provide, protect, and improve our systems and services;
- Improve and optimize our and our affiliates’ software comprising the QDB App for different hardware and software requirements on various consumer devices (commonly referred to as device fragmentation), and (b) improve our software and products, services and technologies comprising the QDP App;
- Respond to requests that you may send us such as your request for information, your request for customer support, or your request to subscribe to a service we offer;
- Protect our rights and the rights of our users;
- Any other use we describe at the point where we collect the data.

We may also use comments or feedback you voluntarily provide us about our products and services (including your name if you provide it) in our advertising, marketing, or promotional materials.

To the extent permitted by applicable law, we reserve the right to combine the various types of data that we collect with data that we obtain from third parties or other sources. We may use the combined data for any of the purposes described in this Policy. Finally, we may de-identify, aggregate or otherwise make the data we collect anonymous and use that information for our business purposes. This privacy policy does not apply to data once it has been aggregated or de-identified.

### **Your Choices & Privacy Protections**

**Disabling the QDB App Location Feature (iOS only).** At any time, you may stop the iOS version of the QDB App from providing your location by turning off the QDB App’s location capability in “Account Settings”. Note, however, some functions of the QDB App require Location Detection to be activated including triggering demo content.

**Deleting Location Data (iOS only).** You can cause your location data to be deleted in the iOS version of the QDB App by accessing “Account Settings” and turning the “Location Detection” setting to “off”.

**How We Safeguard Your Data.** While digital information is never 100% secure or error-free, we take reasonable safeguards to help protect your personal information that we store on your device and that we transmit to our servers, such as, for example, encrypting location information that is sent to our servers.

**Cross-Border Transfer.** The information we collect is stored and processed on servers in the United States and may be transferred to other locations around the world. By using the Service you consent to the transfer of the information described in this Policy to locations that may be outside of the country in which you live, and such places may be in the United States, within one or more European countries, and/or in one or more countries within Asia.

**Data Sharing.** We do not share your information with others, except as indicated above and as follows: We may share your information with agents, service providers, vendors, contractors, or affiliates who process the data only on our behalf for the purposes set forth in this Policy. We may also share your information as required by law or in the interest of protecting or exercising our or others’ legal rights, e.g., without limitation, in connection with requests from law enforcement officials and in connection with court proceedings. We may share or transfer your information in connection with a prospective or actual sale, merger, transfer or other reorganization of all or parts of our business. Finally, we may also share your information where you have granted us permission.

Notwithstanding the above, we reserve the right to share and use aggregated and de-identified data for our own business purposes.

**Links.** The QDB App may contain links to third-party websites, applications or services, which may have privacy policies that differ from our own. We are not responsible for the activities and practices of other websites, applications, or services. Accordingly, we recommend that you review the privacy policy posted on any website, application or service that you may access through the QDB App.

**Promotions & Surveys.** In connection with promotions, surveys, or other projects, we may ask you whether you object to our specified data use or sharing. If you opt-out under such circumstances, we will respect your decision. Please note that our affiliates and other data recipients have their own data privacy policies, which may differ from ours and you would have to contact them separately with respect to opt-out requests.

**Children’s Privacy.** We do not direct the QDB App to, nor do we knowingly collect any personal information from, children under thirteen. If you become aware that your child has provided us with personal information without your consent, please contact us as set forth in the section “Contact Us” below. If we become aware that a child under 13 has provided us with personal information without parental consent, we take steps to purge such information.

**Changes.** We may change this Policy from time to time and in our sole discretion. If we materially change this Policy with respect to your personal information, we will provide appropriate notice to you (for example, to your mobile device) before the change becomes effective and give you a choice with respect to the change. When we make changes to this Policy, we will alert you that changes have been made by indicating on the Policy the date it was last updated. When you use the QDB App, you are accepting the current version of this Policy as available through the QDB App at that time. We recommend that users revisit this Policy occasionally to learn of any changes.

**Safe Harbor Dispute Resolution.** As part of our participation in Safe Harbor, we have agreed to TRUSTe dispute resolution for disputes relating to our compliance with the Safe Harbor Privacy Framework. If you have any complaints regarding our compliance with Safe Harbor you should first contact us (as provided below). If contacting us does not resolve your complaint, you may raise your complaint with TRUSTe by Internet [here](#), fax to 415-520-3420, or mail to TRUSTe Safe Harbor Compliance Dept., click for [mailing address](#). If you are faxing or mailing TRUSTe to lodge a complaint, you must include the following information: the name of company, the alleged privacy violation, your contact information, and whether you would like the particulars of your complaint shared with the company. For information about TRUSTe or the operation of TRUSTe’s dispute resolution process, click [here](#) or request this information from TRUSTe at any of the addresses listed above.

For human resources data we have agreed to cooperate with data protection authorities.

**Contact Us.** Please feel free to contact us with any comments, questions or suggestions you might have regarding the information practices described in this statement. You may contact us by sending an email to [privacy \[at\] qualcomm \[dot\] com](mailto:privacy@qualcomm.com) or write to us at Qualcomm Technologies, Inc., Attn: Legal Department, 5775 Morehouse Drive, San Diego, CA 92121

**Effective.** January 31, 2014