

Ivy's Privacy Policy

Ivy is an intelligent gardening assistant that uses AI to help users grow anything, anywhere. (the "Services").

This Privacy Policy describes how and when Ivy collects, uses and shares your information when you use it. Ivy receives your information through our APIs, applications and from our partners and other third parties. For example, you send us information when you use Ivy app for iOS, or Android. When using any of our Services you consent to the collection, transfer, manipulation, storage, disclosure and other uses of your information as described in this Privacy Policy. Irrespective of which country you reside in or supply information from, you authorize Ivy to use your information in Spain and any other country where Ivy operates.

If you have any questions or comments about this Privacy Policy, please contact us at jjm@growandhelp.com.

Information Collection and Use

We collect and use your information below to provide our Services and to measure and improve our Services from time to time.

Share, Re-post & Settings: We may use the information you provide to customize the content we show you, including advertisements or our promotions.

Location Information: We may use other data from your device to determine location, for example, information about wireless networks or cell towers near your mobile device, or your IP address. We may use and store information about your location to provide features of our Services to improve and customize the Services.

Cookies: Like many apps, we use cookies and similar technologies to collect additional application usage data and to improve our Services, but we do not require cookies for many parts of our Services. Ivy may use both session cookies and persistent cookies to better understand how you interact with our Services, to monitor aggregate usage by our

users and traffic routing on our Services, and to customize and improve our Services. Most applications automatically accept cookies.

Log Data: When you use Ivy, we may receive information ("Log Data") such as your IP address, device information (including device and application IDs) and search terms. Ivy uses Log Data to provide, understand, and improve our Services.

Information Sharing and Disclosure

We do not disclose your private personal information except in the limited circumstances described here.

Your Consent: We may share or disclose your information at your direction, such as when you authorize a third-party web client or application to access your Ivy account.

Law and Harm: Notwithstanding anything to the contrary in this Policy, we may preserve or disclose your information if we believe that it is reasonably necessary to comply with a law, regulation or legal request; to protect the safety of any person; to address fraud, security or technical issues; or to protect Ivy's rights or property. However, nothing in this Privacy Policy is intended to limit any legal defenses or objections that you may have to a third party, including a government, request to disclose your information.

Business Transfers and Affiliates: In the event that Ivy is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction. This Privacy Policy will apply to your information as transferred to the new entity. We may also disclose information about you to our corporate affiliates in order to help provide, understand, and improve our Services including the delivery of ads.

Non-Private or Non-Personal Information: We may share or disclose your non-private, aggregated or otherwise non-personal information, such as your public user profile information, the people you share your information with, or the number of users who clicked on a particular link (even if only one did), or reports to advertisers about unique users who saw or clicked on their ads after we have removed any private personal information (such as your name or contact information).

Changes to this Policy

We may revise this Privacy Policy from time to time. If we make a change to this policy that, in our sole discretion, is material, we will update it. By continuing to access or use the Services after those changes become effective, you agree to be bound by the revised Privacy Policy.

Effective: 1st January 2017