

YouDeh Privacy Policy

Effective from: 01 January 2021

Last updated: 14 January 2021

Definitions

‘Privacy Policy’ means a policy document that governs how user data is collected, what YouDeh does with the collected data, the protection of data by YouDeh and how users have the control over the use of their data,

‘POPI Act’ means the Protection of Personal Information Act that sets new standards for data protection and privacy in the Republic of South Africa,

‘Other Privacy Acts’ means the adoption of Data Privacy Policies in countries where users may download YouDeh mobile application and consume its Products and Services.

‘Operating Business’ means any company that operates in South Africa and outside South Africa where it collect user’s personal data,

YouDeh (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our mobile application (the “Application”). Please read this Privacy Policy carefully. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THE APPLICATION. We reserve the right to make changes to this Privacy Policy at any time and for any reason. However, we will alert you about any changes by updating the “Last updated” date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Application after the date such revised Privacy Policy is posted

Respect for your privacy is coded into our DNA. YouDeh, aspires to build Products and Services with a set of strong privacy principles in mind. We believe it is your right to always know what data we collect from you and how it is used and that since it is your data, you should have meaningful control and work with us in delivering a Privacy Policy that is easy to understand. YouDeh provides messaging, Internet calling, and other services to users around the world. Our Privacy Policy helps explain how we value data practices and how information (including message) must be preserved. For example, we talk about what information we collect, what we do with it and the impact it has on you. We also explain the steps taken to protect your privacy – such as building YouDeh with its features in a manner that the

delivered messages are not stored and giving you control over who you communicate with, using our Services.

When we say “YouDeh,” “our,” “we,” or “us,” we’re talking about YouDeh as a mobile application and YouDeh (Pty) Ltd . This Privacy Policy (“Privacy Policy”) applies to all of our applications , services, features, software, and website (together, “Services”) unless specified otherwise.

Please also read YouDeh’s Terms of Service (“Terms”), which describes the terms under which you use our Services.

Key Updates

Respect for your privacy is coded into our DNA. Since we started YouDeh, we’ve built our Services with a set of strong privacy principles in mind. In our updated Terms and Privacy Policy you’ll find:

- Information that is easier to understand. Our updated Terms and Privacy Policy are easier to understand.
- Our Privacy Policy explains how we work together to improve our services and offerings, like fighting spam across apps, making product suggestions, and showing relevant offers and ads. Nothing you share on YouDeh, including your messages, photos, and account information, will be shared with any of our other family of apps for others to see, and nothing you post on those apps will be shared on YouDeh for others to see.
- Your messages are yours, and we can’t read them. We’ve built privacy, end-to-end encryption, and other security features into YouDeh. We don’t store your messages once they’ve been delivered. When they are end-to-end encrypted, we and third parties can’t read them.
- No third-party banner ads. We still do not allow third-party banner ads on YouDeh.
- New ways to use YouDeh. We will explore ways for you and businesses to communicate with each other using YouDeh, such as through order, transaction, and appointment information. Messages you may receive containing marketing could include an offer for something that might interest you. We do not want you to have a spammy experience; as with all of your messages, you can manage these communications, and we will honor the choices you make.

Information We Collect

YouDeh receives or collects information when we operate and provide our Services, including when you install, access, or use our Services.

Information You Provide

- **Your Account Information.** You provide your email to create a YouDeh account. You may also add other information to your account, such as a profile name, profile picture, and party rates.
- **Your Messages.** We do not retain your messages in the ordinary course of providing our Services to you. Once your messages (including your chats, photos, videos, voice messages, files, and share location information) are delivered, they are deleted from our servers. Your messages are stored on your own device. If a message cannot be delivered

immediately (for example, if you are offline), we may keep it on our servers for up to 30 days as we try to deliver it. If a message is still undelivered after 30 days, we delete it. To improve performance and deliver media messages more efficiently, such as when many people are sharing a popular photo or video, we may retain that content on our servers for a longer period of time.

- **Customer Support.** You may provide us with information related to your use of our Services, including copies of your messages, and how to contact you so we can provide you customer support. For example, you may send us an email with information relating to our app performance or other issues.

Automatically Collected Information

- **Usage and Log Information.** We collect service-related, diagnostic, and performance information. This includes information about your activity (such as how you use our Services, how you interact with others using our Services, and the like), log files, and diagnostic, crash, website, and performance logs and reports.
- **Transactional Information.** If you pay for our Services, we may receive information and confirmations, such as payment receipts, including from app stores or other third parties processing your payment.
- **Device and Connection Information.** We collect device-specific information when you install, access, or use our Services. This includes information such as hardware model, operating system information, browser information, IP address, mobile network information including phone number, and device identifiers. We collect device location information if you use our location features, such as when you choose to share your location with your contacts, view locations nearby or those others have shared with you, and the like, and for diagnostics and troubleshooting purposes such as if you are having trouble with our app's location features.
- **Cookies.** We use cookies to operate and provide our Services, including to provide our Services that are web-based, improve your experiences, understand how our Services are being used, and customize our Services. For example, we use cookies to provide YouDeh for web and desktop and other web-based services. We may also use cookies to understand which of our FAQs are most popular and to show you relevant content related to our Services. Additionally, we may use cookies to remember your choices, such as your language preferences, and otherwise to customize our Services for you.
- **Status Information.** We collect information about your online and status message changes on our Services, such as whether you are online (your "online status"), when you last used our Services (your "last seen status"), and when you last updated your status message.

Third-Party Information

- **Information Others Provide About You.** We receive information other people provide us, which may include information about you. For example, when other users you know use our Services, they may provide your phone number from their mobile address book (just as you may provide theirs), or they may send you a message, send messages to groups to which you belong, or call you.
- **Third-Party Providers.** We work with third-party providers to help us operate, provide, improve, understand, customize, support, and market our Services. For example, we work with companies to distribute our apps, provide our infrastructure, delivery, and other systems, supply map and places information, process payments, help us understand how people use our Services, and market our Services. These providers may provide us information about you in certain circumstances; for example, app stores may provide us reports to help us diagnose and fix service issues.
- **Third-Party Services.** We allow you to use our Services in connection with third-party services. If you use our Services with such third-party services, we may receive information about you from them; for example, if you use the YouDeh share button on a

news service to share a news article with your YouDeh contacts, groups, or broadcast lists on our Services, or if you choose to access our Services through a mobile carrier's or device provider's promotion of our Services. Please note that when you use third-party services, their own terms and privacy policies will govern your use of those services.

How We Use Information

We use all the information we have to help us operate, provide, improve, understand, customize, support, and market our Services.

- **Our Services.** We operate and provide our Services, including providing customer support, and improving, fixing, and customizing our Services. We understand how people use our Services, and analyze and use the information we have to evaluate and improve our Services, research, develop, and test new services and features, and conduct troubleshooting activities. We also use your information to respond to you when you contact us. We use cookies to operate, provide, improve, understand, and customize our Services.
- **Safety and Security.** We verify accounts and activity, and promote safety and security on and off our Services, such as by investigating suspicious activity or violations of our Terms, and to ensure our Services are being used legally.
- **Communications About Our Services and the Bytecode Family of Companies.** We communicate with you about our Services and features and let you know about our terms and policies and other important updates. We may provide you marketing for our Services and those of the Bytecode Family of Companies., of which we are now a part.
- **No Third-Party Banner Ads.** We do not allow third-party banner ads on YouDeh yet. Third-Party Banner Ads will be introduced in the future.
- **Commercial Messaging.** We will allow you and third parties, like businesses, to communicate with each other using YouDeh. We do not want you to have a spammy experience; as with all of your messages, you can manage these communications, and we will honour the choices you make.

Information You And We Share

You share your information as you use and communicate through our Services, and we share your information to help us operate, provide, improve, understand, customize, support, and market our Services.

- **Account Information.** Your email address, profile name and photo, online status and status message, last seen status, and receipts may be available to anyone who uses our Services, although you can configure your Services settings to manage certain information available to other users.
- **Your Contacts and Others.** Users with whom you communicate may store or reshare your information (including your phone number or messages) with others on and off our Services. You can use your Services settings and the block feature in our Services to manage the users of our Services with whom you communicate and certain information you share.
- **Third-Party Providers.** We work with third-party providers to help us operate, provide, improve, understand, customize, support, and market our Services. When we share information with third-party providers, we require them to use your information in accordance with our instructions and terms or with express permission from you.
- **Third-Party Services.** When you use third-party services that are integrated with our Services, they may receive information about what you share with them. For

example, if you use a data backup service integrated with our Services (such as iCloud or Google Drive), they will receive information about what you share with them. If you interact with a third-party service linked through our Services, you may be providing information directly to such third party. Please note that when you use third-party services, their own terms and privacy policies will govern your use of those services.

Affiliated Companies

YouDeh receives information from, and shares information with, this various companies. We may use the information we receive from them, and they may use the information we share with them, to help operate, provide, improve, understand, customize, support, and market our Services and their offerings. This includes helping improve infrastructure and delivery systems, understanding how our Services or theirs are used, securing systems, and fighting spam, abuse, or infringement activities. Bytecode and the other companies in the Bytecode family also may use information from us to improve your experiences within their services such as making product suggestions (for example, of friends or connections, or of interesting content) and showing relevant offers and ads. In fact, Bytecode will not use your YouDeh content for any purpose other than to assist us in operating and providing our Services.

Assignment, Change Of Control, And Transfer

All of our rights and obligations under our Privacy Policy are freely assignable by us to any of our affiliates, in connection with a merger, acquisition, restructuring, or sale of assets, or by operation of law or otherwise, and we may transfer your information to any of our affiliates, successor entities, or new owner.

Managing Your Information

If you would like to manage, change, limit, or delete your information, we allow you to do that through the following tools:

- **Services Settings.** You can change your Services settings to manage certain information available to other users. You can profile information, including modifying your party rates.
- **Changing Your Email address, Profile Name and Picture.** You can change your profile name, profile picture, and party rates at any time. You can also manage your wallet balance, that is deposit or withdraw funds.

Law And Protection

We may collect, use, preserve, and share your information if we have a good-faith belief that it is reasonably necessary to: (a) respond pursuant to applicable law or regulations, to legal process, or to government requests; (b) enforce our Terms and any other applicable terms and policies, including for investigations of potential violations; (c) detect, investigate, prevent, and address fraud and other illegal activity, security, or

technical issues; or (d) protect the rights, property, and safety of our users, YouDeh, the Bytecode family of companies, or others.

Our Global Operations

You agree to our information practices, including the collection, use, processing, and sharing of your information as described in this Privacy Policy, as well as the transfer and processing of your information to the United States and other countries globally where we have or use facilities, service providers, or partners, regardless of where you use our Services. You acknowledge that the laws, regulations, and standards of the country in which your information is stored or processed may be different from those of your own country.

Updates To Our Policy

We may amend or update our Privacy Policy. We will provide you notice of amendments to this Privacy Policy, as appropriate, and update the “Last Modified” date at the top of this Privacy Policy. Your continued use of our Services confirms your acceptance of our Privacy Policy, as amended. If you do not agree to our Privacy Policy, as amended, you must stop using our Services. Please review our Privacy Policy from time to time.

Contact Us

If you have questions about our Privacy Policy, please contact us
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Email us at support@youdeh.co.za