

Privacy Policy

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There are many different ways you can use our services – to search for and share information or to create new content. When you share information with us, for example by creating a Sharper Shape Account, we can make those services even better – to show you more relevant results, or to make sharing with others quicker and easier. As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

Your privacy matters to Sharper Shape, please do take the time to get to know our practices – and if you have any questions contact us.

Information we collect

- We collect information from sensor systems showing the images and other type of data collected in geographical locations either by ourselves or by a third party
- We collect information to provide better services to all of our users – from figuring out basic stuff like which language you speak, to more complex things like which information you'll find most useful or which information you access most often

We collect information in the following ways:

- The information we collect is generated automatically from a digital images, laser scanning measurements, video, thermal images and video, ultraviolet images and video, radio frequency measurements, and multi- and hyperspectral measurements (together "Sensor Data") produced by sensors systems attached to unmanned aerial vehicles (UAV) either operating airborne or on ground or from other stationary or mobile sensor platforms. In addition to Sensor Data the information contains the date, time, location and pose of the sensor system at the time of each Sensor Data. Some of the Sensor Data may contain features, which may identify the persons appearing in Sensor Data. The Sensor Data may be collected for example from transport, surveillance, inspection, survey, scientific and research flights using unmanned aerial vehicle (UAV) or from other stationary or mobile platform performed by us, or our affiliated companies and subsidiaries, or by a third party for example on our or your behalf.
- Information you give us. For example, many of our services require you to sign up for a Sharper Shape Account. When you do, we'll ask for personal information, like your name, email address, telephone number or credit card to store with your account. If you want to take full advantage of the sharing features we offer, we might also ask you to create a publicly visible Sharper Shape Profile, which may include your name and photo.

- Information we get from your use of our services. We collect information about the services that you use and how you use them, such as when you search media related to a certain location, or view and interact with our content. This information may include:
 - Device information
 - We collect device specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). Sharper Shape may associate your device identifiers or phone number with your Sharper Shape Account.
- Log information

When you use our services, add new content or view content provided by Sharper Shape, we automatically collect and store certain information in server logs. This includes:

- details of how you used our service, such as your searches or projects you work with
- Internet protocol address
- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL
- cookies that may uniquely identify your browser or your Sharper Shape Account
- Location information
 - When you use Sharper Shape services, we may collect and process information about your actual location. We use various technologies to determine location, including IP address, GPS, and other sensors that may, for example, provide Sharper Shape with information on nearby devices, Wi-Fi access points and cell towers.
- Unique application numbers
 - Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to Sharper Shape when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.
- Local storage
 - We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.
- Cookies and similar technologies
 - We and our partners use various technologies to collect and store information when you visit a Sharper Shape service, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services we offer to our partners, such as value added service providers or Sharper Shape features that may appear on other sites.
 - Information we collect when you are signed in to Sharper Shape, in addition to information we obtain about you from partners, may be associated with your Sharper Shape Account. When information is associated with your Sharper Shape Account, we treat it as personal information.

How we use information we collect

We use the information we collect from all of our services to provide, maintain, protect and improve them, to develop new ones, and to protect Sharper Shape, our users and the privacy. We also use this information to offer you tailored content – like giving you more relevant search results and shortcuts to the contents you use most frequently.

We may use the name you provide for your Sharper Shape Profile across all of the services we offer that require a Sharper Shape Account. In addition, we may replace past names associated with your Sharper Shape Account so that you are represented consistently across all our services. If other users already have your email, or other information that identifies you, we may show them your publicly visible Sharper Shape Profile information, such as your name and photo.

When you contact Sharper Shape, we keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our services.

Our automated systems analyze your content (including the content and data you import to the Sharper Shape services and the content and data we or a third party import to the Sharper Shape services on your behalf) to provide you personally relevant product features, such as customized search and analysis results, and tailored offering of value added services.

We may combine personal information from one service with information, including personal information, from other Sharper Shape services.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

Sharper Shape processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live or your organization is domiciled.

We may also use personal information and Sensor Data collected directly or indirectly from for:

- Prevention and examination of aviation safety risks
- Protection of personal safety of employees
- Prevention of risks related to safety, property or production process
- Prevention and examination of crimes related to property or people
- Prevention of mischief and vandalism
- Surveillance of safety of the environment, assets and property
- Inspection of assets and objects
- Protection of assets and property
- Assessment of asset condition and threat identification

Transparency and choice

People and organizations have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used. For example, you can:

- Review and control certain types of information tied to your Sharper Shape Account by using Sharper Shape Account management.
- View and edit your preferences about the value added services offers shown to you on Sharper Shape and across the web, such as which categories might interest you. You can also opt out of certain Sharper Shape value add services offerings.
- Adjust how the Profile associated with your Sharper Shape Account appears to others.
- Control who you share information with through your Sharper Shape Account.
- Take information associated with your Sharper Shape Account out of many of our services.
- You may also set your browser to block all cookies, including cookies associated with our services, or to indicate when a cookie is being set by us. However, it's important to remember that many of our services may not function properly if your cookies are disabled. For example, we may not remember your language preferences.

Information you share

Many of our services let you share information with others such as add your own asset data, geospatial data, measurement data, images, videos or other visual content. Our services provide you with different options on sharing and removing your content.

Accessing and updating your personal information

Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).

Where we can provide information access and correction, we will do so for free, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Information we share

We do not share personal information with companies, organizations and individuals outside of Sharper Shape unless one of the following circumstances applies:

- With your consent

We will share personal information with companies, organizations or individuals outside of Sharper Shape when we have your consent to do so for example to share the images or other Sensor Data to other people in your organization, to individuals or to other organizations. We require opt-in consent for the sharing of any sensitive personal information.

- With services administrators

If your Sharper Shape Account is managed for you by an administrator (for example, by a Service Administrator for multiuser organizations or a Value Added Reseller) then your Services Administrator and/or Value Added Reseller who provide user support to your organization will have access to your Sharper Shape Account information (including your account details and other data). Your Services Administrator may be able to:

- view statistics regarding your account, like statistics regarding content you search or access.
- change your account password.
- suspend or terminate your account access.
- access or retain information stored as part of your account.
- receive your account information in order to satisfy applicable law, regulation, legal process or enforceable governmental request.
- restrict your ability to delete or edit information or privacy settings.

- For external processing

We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

- For legal reasons

We will share personal information with companies, organizations or individuals outside of Sharper Shape if we have a good faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.
- enforce applicable terms of service, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of Sharper Shape, our users or the public as required or permitted by law.

We may share non-personally identifiable information publicly and with our partners – like publishers and value added services providers. For example, we may share information publicly to show trends about the general use of our services.

If Sharper Shape is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

We work hard to protect Sharper Shape and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We encrypt many of our services using SSL.
- We may offer you two step verification when you access your Sharper Shape Account.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to Sharper Shape employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Sharper Shape Inc., Sharper Shape Ltd and their affiliates but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, sites that may include or link to Sharper Shape services, or other sites or services linked from our services.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on Sharper Shape's web site and the sites of Sharper Shape services and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

Specific product practices

Specific Sharper Shape services may contain Specific Product Practices which may amend this Privacy Policy. For each Sharper Shape service, we maintain a link from the service to the applicable term of use including applicable Privacy Policy and Specific Product Practices.