

PRIVACY POLICY

This privacy policy governs your use of the iWonder AR software application for mobile devices.

WHAT DATA DO WE COLLECT?

The iWonder AR application is built using the Unity game engine and Vuforia AR platform (PTC Inc.). The automatic collection of unique device identifiers and hardware statistics by the Unity game engine has been disabled. You can access the Unity privacy policy here: <https://unity3d.com/legal/privacy-policy>. The Vuforia AR platform may collect the following information (collectively “statistics”):

- (i) Information about the end users’ devices such as:
 - a. Make, model and firmware version of the user’s device
 - b. Operating system name and version number of the user’s device
 - c. Camera profile version
- (ii) Information about the Software used to create the Developer Application such as:
 - a. Vuforia API version
 - b. Vuforia license keys for mobile and digital eyewear licenses
 - c. Cloud Recognition client key for apps that utilize Cloud Recognition (This feature is not utilized by the iWonder AR application)
- (iii) Information about the Developer Application and its use such as:
 - a. Application bundle ID
 - b. Application version, for tracking application upgrades
 - c. Application’s App Store ID recorded for Google Play Store
 - d. Initial application session timestamp, for the first time an app is launched after being installed on a device
 - e. Camera start and stop times. This is only recorded when the Vuforia app process is running.
 - f. Vuforia application process start / stop / resume timestamps
 - g. Recognition event timestamps
 - h. Log Data file configuration defines frequency and file size of the log file to be transmitted to PTC
 - i. Tracker state detected / tracking / lost timestamps
 - j. Target created / destroyed timestamps
 - k. Virtual button created / destroyed timestamps
 - l. Virtual button pressed / released timestamps
- (iv) The IP address used by the end user’s device for the purpose of inferring the country / region of use (but not the exact location).
- (v) Images submitted with Cloud Recognition queries in order to match image for a Recognition event (This feature is not utilized by the iWonder AR application).

Explorental LLC does not collect additional unique identifiers or personal information using the iWonder AR application.

HOW IS COLLECTED DATA USED?

The iWonder AR application is built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. The Vuforia AR platform (PTC Inc.) uses the Statistics as follows. PTC and/or its affiliates and service providers may collect and use Statistics: (a) to provide the Software and Services, (b) to improve and optimize the Software and Services for different hardware and software requirements on various consumer devices (commonly referred to as device fragmentation), (c) to facilitate the provision of new products, updates, enhancements, technologies, and other services, (d) to improve the Software, the Services, and other products, services and technologies of PTC or its affiliates, and for any business purpose if de-identified and/or anonymized.

HOW DO WE DISCLOSE THE DATA COLLECTED?

The iWonder AR application is built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. Vuforia uses collected Statistics for business purpose if de-identified and/or anonymized.

HOW IS COLLECTED DATA RETAINED?

The iWonder AR application is built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. PTC Inc. is responsible for the storage of data collected by the Vuforia AR platform.

HOW TO OPT OUT

You can stop all collection of information by the iWonder AR application by uninstalling the iWonder AR application. You may use the standard uninstall processes available as part of your mobile device.

CHILDREN'S ONLINE PRIVACY PROTECTION ACT (COPPA) COMPLIANCE

The iWonder AR application is built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. You can access the Unity privacy policy here: <https://unity3d.com/legal/privacy-policy>. The Vuforia AR platform (PTC Inc.) collects Statistics which are listed in the "WHAT DATA DO WE COLLECT?" section of this privacy policy. Statistics collection by the Vuforia AR platform include the IP address of the user's device. No other personal information is collected by the Vuforia AR platform (PTC Inc.). The persistent identifier is collected for the purpose of inferring the country / region of use (but not the exact location of the user). The Statistics collected are used by the Vuforia AR platform (PTC Inc.) in the following ways: (a) to provide the Software and Services, (b) to improve and optimize the Software and Services for different hardware and software requirements on various consumer devices (commonly referred to as device fragmentation), (c) to facilitate the provision of new products, updates, enhancements, technologies, and other services, (d) to improve the

Software, the Services, and other products, services and technologies of PTC or its affiliates, and for any business purpose if de-identified and/or anonymized.

YOUR CONSENT

By using the iWonder AR app, you consent to this privacy policy.

CHANGES TO THIS PRIVACY POLICY

If we make changes to this privacy policy, we will post the changes on this page.

CONTACTING US

If there are any questions regarding the iWonder AR privacy policy you may contact us using the information listed below:

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This privacy policy was last modified on May 17, 2018.

Privacy FAQ

How does the iWonder AR app work?

The iWonder AR app utilizes augmented reality technology to recognize the position of printable component markers. This process is done on the device and does not transmit images to a cloud based service. The position of these markers is used to simulate circuits on the device screen.

What information does the iWonder AR app collect?

A detailed list of all the information collected can be found in the app privacy policy above. The information collected includes the device IP address. The IP address is used internally by Vuforia (PTC Inc.) to determine the country / region of use.

Does the iWonder AR app use in-app purchasing?

No, the iWonder AR app does not include any forms of in-app purchasing.

Do you have social media links in the iWonder AR app?

No, the iWonder AR app does not include any form of social media links or other social media integration.

Does your app include advertising?

The iWonder AR application does not include banner ads or targeted advertising.