



Arilyn Privacy Policy

This document describes what personal data we collect of the users of the Arilyn mobile application and the ArilynManager service or other types of personal data related to our business and how this data may be used by our company.

Data controller

Company name: Arilyn (Robust North Oy)

VAT-ID: 2557311-2

Address: Kalevankatu 14 C 10, 00100 Helsinki, Finland

Email: contact@arilyn.fi

Registry contact person: Emmi Jouslehto, CEO (emmi@arilyn.fi or +358 44 971 9919)

Arilyn application

Arilyn application is free to download from AppStore and Google Play without registration.

We do not collect any personal information like your name, age, gender or contact information. However **we may** store the identifying information of your device (mobile phone or tablet) you are using to enable you to experience AR campaigns where the content changes depending on how many times you have looked at it. The device unique identifying information can not be linked to any individual person or the device owner in any way. Once you delete the app from your device this unique device information may be stored in our servers for the possible return.

When downloading the Arilyn application for the first time and after each update the app will ask your permission to use camera, location information and to access the photo and video gallery. Without the permission to use the camera the application will not work. Without the access to location information only the campaigns using location information are disabled. Without the access to photo and video gallery you are not able to store any pictures or videos taken with the app or to be able to add those as your own AR content.

ArilynManager

ArilynManager is a SaaS service available only for companies and other organizations for a



license. The personal and company level information stored in ArilynManager are:

1. Company name
2. Individual user's firstname and lastname
3. Individual user's email address.

All above information is removed when the account is deleted. Users can also any time delete themselves from the user list. However deleting the user also prevents the access to ArilynManager.

All content data (images, videos, 3D models, 360 panoramas, audio files etc.) user has uploaded to ArilynManager can also be deleted any time by the user.

We can share personal data of ArilynManager users to restricted other parties - this in practice means the following:

1. We use email marketing tools. Only the name, company and email address are stored. This information can be used to inform about important service changes like updates but also as a mailing list for corporate newsletters and other marketing messages. You can also unsubscribe the newsletters and when doing so your contact information will be removed from the newsletter mailing list but it will stay in the ArilynManager user mailing list as long as you have access to the service.
2. We use the CRM tool to manage customer relations, where we save the minimized, including: name, contact details and customer relationship related activities such as meetings and other activities

Other customer data collected by Arilyn

In addition, in connection with the business, for example, in connection with the acquisition of new customers, we can use, for example, names extracted from the media that we can contact in business. We store minimum information regarding a customer relationship, typically including a person's unique name, company, and contact information such as email and phone number.