

## Mopria Print Service and Scan Service Privacy Statement

**Original Effective Date: December 2, 2015; Last Updated Date: [October 15, 2017]**

The Mopria Print Service and Mopria Scan Service are provided by the Mopria Alliance, Inc. (“Mopria,” “we,” “us,” “our”).

The Mopria Print Service makes it possible for you to print to and otherwise connect to and use Mopria certified wireless printers from your mobile device. The Mopria Scan Service makes it possible for you to scan to and otherwise connect to and use Mopria certified wireless printers/scanners from your mobile device. This Mopria Print Service and Scan Service Privacy Statement (we will refer to it as the “**Privacy Statement**” throughout this document) informs you about our collection, use, and disclosure practices pertaining to your information when you download and use the Mopria Print Service AND/OR the Mopria Scan Service. Please see important information below regarding third parties who may also collect, use, and store your information, for example, if you download the Mopria Print Service and/or Mopria Scan Service from the website of one of our authorized distributors.

Throughout this document, the use of the term “**App**” refers to either the Mopria Print Service or the Mopria Scan Service, whichever you have downloaded. If you have downloaded both the Mopria Print Service and the Mopria Scan Service, then the term “**App**” refers to both the Mopria Print Service and the Mopria Scan Service.

**1. Understanding this Privacy Statement.** Your use of our App signifies that you have read and understand this Privacy Statement and how Mopria collects, uses, and discloses your personal information.

**2. Changes.** We may need to make changes to any part of the App or this Privacy Statement from time to time. Where this is necessary, we will post any changes to this Privacy Statement at our website (located at [www.mopria.org](http://www.mopria.org)) and within the latest version of the App itself, and you can determine if this Privacy Statement has been revised by referring to the last updated date above. You should therefore check this Privacy Statement from time to time to ensure that you are happy with any changes. If this Privacy Statement is changed in a material way, a notice will be posted on the homepage of our website for a period of 30 days. We will obtain your consent to any changes we make to this Privacy Statement if and where this is required by law and provided that we have current contact information for you.

### **3. Information Collection and Use.**

This Section 3, together with Section 4, set out how Mopria may use and/or disclose your information, and in particular, the legal basis on which we do so, *i.e.*, for Business Purposes (as defined below).

#### **a. Personal information you may provide to us directly.**

i. **Email:** Prior to downloading the App from our website at [www.mopria.org](http://www.mopria.org), we may require that you provide your email address. If we do collect your email address, we will only use your email address (including your name if it is part of your email address) to notify you of future upgrades and improvements to the App, to provide you with the location where you can download the new version, and/or to provide you with other service-related communications, including to notify you of any changes to our license terms or this Privacy Statement (again, if

and where required by law). We may also use your email address and/other information you provide when you communicate with us to respond to any questions or requests you send us. The above processing is necessary for the purposes of legitimate business interests of Mopria, namely, to create and support industry-wide print and scan solutions for mobile devices (we refer to such legitimate interests as “**Business Purposes**” in this Privacy Statement). We will not share or sell your email address with or to any third parties for their marketing purposes, and we will only share your email address in the limited circumstances set forth Section 4 below.

ii. **Name:** We collect your name solely if it is part of your email address, but we do not collect or use your name separate from our collection and use of your email address, as described above in Section 3(a)(i). Other than your email address (which could contain your name), we do not collect any other personal information from you. If, however, you provide us personal information when you send us any questions or requests, we will use that information to respond to your question or request.

iii. **Opting Out:** Once you have downloaded the App, you may opt-out of receiving communications from Mopria regarding the App at any time by following the opt-out instructions provided in any email from Mopria and/or by emailing [Help@Mopria.org](mailto:Help@Mopria.org). If you have downloaded both the Mopria Print Service and the Mopria Scan Service and you email Mopria to opt-out from receiving communications from us, we will assume that you want to opt-out from receiving communications regarding both the Mopria Print Service and Mopria Scan Service (not just one App), unless you let us know otherwise. Also, note that if you are receiving notifications about new versions of our App from an authorized distributor of the App, you must contact the authorized distributor to opt-out of receiving such notifications. It will be clear from the messages you receive who has sent them to you.

iv. **Authorized Distributors:** If you purchase a mobile device from an authorized distributor of the App (with our App already installed on your device) and/or if you download the App from an authorized distributor of the App at an authorized distributor’s website, the authorized distributor might ask you to provide your email address and/or phone number to the authorized distributor prior to downloading or using the App. Note that the authorized distributor from whom you obtained our App may collect, use, and store your information in accordance with their own privacy statement, and you should review that privacy statement before you provide such information.

b. Information collected automatically by Google Analytics and Google Analytics for Firebase. Google Analytics and Google Analytics for Firebase may collect information automatically from you through the use of their analytics IDs. An analytics ID is a specific string of numbers and letters (often called a “character string”) that is assigned to your device but does not name you. The analytics ID allows Google to track your behavior and automatically collect data, including data regarding your use of your mobile device and your use of our App, such as how many print and/or scan jobs you have performed using our App, feedback from you regarding your use of our App, and other similar information regarding your use of our App. Google Analytics and Google Analytics for Firebase may provide this information to us, but all information provided to us will be in aggregate form (*i.e.*, data about many App users combined and not just about you) and will be about the use of our App. Some of this data might include the regional location of the users of our App, but again, this data will be in aggregate (and not individual) form. We may use information we receive from Google Analytics and Google Analytics for Firebase to learn how users are using the App and to improve the App. Mopria will not receive any information that personally identifies you, and Mopria will not receive the

analytics ID assigned to your device.

For further information about how Google collects and processes your data, click <http://www.google.com/policies/privacy/partners/>.

In the App settings, you may disable the automatic capture of this usage data as you use the App. To disable the collection of this information as you use the App, go to Android “Settings,” and follow these instructions:

- go to “Printing” or “Scanning” (as applicable),
- go to “Mopria Print Service” or “Mopria Scan Service” (as applicable),
- go to “Settings” and uncheck the “Collection of anonymous Mopria data” option.

If you are using both the Mopria Print Service and Mopria Scan Service, you must disable the automatic capture of usage data in each App separately.

**4. Information Shared with Third Parties.** Except as explained below, Mopria does not share or sell your information with or to third parties. Here are the instances where we may share information:

- We may share your information with our third-party service providers to help us achieve our Business Purposes. Such parties work with us to assist in storing this information and/or providing you notification of new versions of our App.
- If we believe in good faith that this disclosure is necessary for legitimate interests pursued by us or a third party to protect our rights or property or to protect the rights or property of such third party;
- To protect your safety or the safety of others;
- To defend against legal claims;
- To take action that we consider to be fair, reasonable, lawful, and necessary for Business Purposes regarding illegal activities or suspected fraud;
- When we have a legal obligation to do so, such as to comply with a law, rule, regulation, subpoena, court order, search warrant, or similar legal process; or
- For Business Purposes if we are involved in a merger, acquisition, or sale of assets.

Alternatively, as indicated above, if you purchase a mobile device from an authorized distributor of the App (with our App already installed on your device) and/or if you download the App from an authorized distributor of the App at an authorized distributor’s website, the personal information you provide to the authorized distributor may be disclosed to third parties in accordance with such authorized distributor’s privacy practices (which we encourage you to carefully review).

**5. Data Retention.** Mopria will retain your personal information for only as long as necessary to fulfil the purposes for which Mopria collects and uses it, unless the law permits or requires that Mopria retain it for longer. If you opt-out of receipt of notifications of updates from us, we may retain your email address so that we can identify you as an individual that does not wish to receive email communications from us. We may retain your email address for as long as we continue to offer the App and updates and upgrades to the App and/or to comply with any applicable law or regulation.

**6. How we keep your personal information secure.** We use appropriate technical and organizational measures to keep the personal information that we collect about you secure. These measures include requiring staff to protect confidential information, use of a private network protected with firewalls, antivirus software, devices to detect and prevent intrusion attempts, and requiring multiple security steps before accessing information and tracking of access. Data security is an evolving risk, so we regularly monitor the threats to data and adjust our security measures as appropriate to adapt to these. However, you should understand that no organization or its systems can ever be guaranteed to be 100% secure all the time, and so you use the App and our services at your own risk.

**7. Information Stored in United States.** We are headquartered in the United States, and this is where our servers are based. This means that if you download our App via our website and if we collect your email address at the point of download, your email address (and name if contained in your email address) will be processed by us and our third party IT service providers and administration service providers in the United States, which (in the absence of an adequacy decision from the EU Commission or similar body from another country or territory) may not have the same level of data protection as in your country.

But your personal information will continue to be protected in accordance with this Privacy Statement. If we collect your email address when you download the App from our website, we will ask for your explicit consent to the processing of your personal information in the United States before you download the App from our website and before you provide your email address.

**8. Data Privacy Rights.** If you are resident in certain territories (such as, but not limited to, the European Economic Area), subject to applicable local law, you will have a right to:

- Request access to and obtain a copy of your personal information;
- Rectify your personal information if it is no longer accurate;
- Erase your personal information in certain circumstances (*e.g.*, if the information is no longer necessary for the purposes for which it was collected);
- Restrict (*i.e.*, pause processing) or object to the processing of your personal information in certain circumstances;
- If we rely on your consent to process your personal information from time to time, withdraw such consent (though this will not affect our uses of your personal information prior to the withdrawal of your consent);
- In certain circumstances, request that Mopria provides a copy of your personal information in a certain format so that you can port it.

If you wish to exercise your rights, please contact us using the contact details set out in Section 10 below. Before responding to your request, we may ask you to verify your identity and provide further details about your request. We will endeavor to respond within an appropriate timeframe and, in any event, within any timescales required by law.

**9. Our Authorized Distributors.** Our App is also made available by authorized distributors (via download from their websites or if you purchase a mobile device from a distributor with the App already downloaded to it). Where you download or use a version of the App from or made available by an authorized distributor, your personal information will be collected by that authorized distributor of our App and will be used the authorized distributor as described in its own privacy statement. In such circumstances, the rights referred to in Section 8 above would be

exercisable vis-à-vis the relevant authorized distributor. You should carefully review the privacy statement of the authorized distributor before providing your personal information or downloading the App.

**10. Contact Us.** If you have questions regarding this Privacy Statement, or if you would like to assert any of your rights above, you can contact Mopria at [Help@Mopria.org](mailto:Help@Mopria.org) or write to:

|  |
|--|
| Mopria Alliance, Inc.<br>2400 Camino Ramon, Suite 375<br>San Ramon, CA 94583 USA |
|--|

If necessary and applicable, we may also contact our authorized distributor to help answer your question, and we may provide your information to our authorized distributor to do so. Subject to applicable local law, if you are resident in the European Economic Area, you also have the right to lodge a complaint with your local supervisory authority.