

Privacy Policy

1. Information We Collect

The information we collect when you use ZebraTruth falls into three categories.

1.1 Information you provide us.

To use some of our products and services you need to have an account, and to create an account, you need to provide us certain information. Likewise, if you use our paid products and services, we cannot provide them to you without getting payment information. Basically, certain information is necessary if you want to use many of our products and services.

- **Personal Accounts.** If you create an account, you must provide us with some information so that we can provide our services to you. This includes a display name (for example, “Zebra”); a username (for example, @ZebraStar); a password; an email address or phone number; a date of birth; your display language; and third-party single sign-in information (if you choose this sign-in method). You can also choose to share your location in your profile and posts, and to upload your address book to ZebraTruth to help find people you may know. Your profile information, which includes your display name and username, is always public, but you can use either your real name or a pseudonym. And remember, you can create multiple ZebraTruth accounts, for example, to express different parts of your professional activities or otherwise.
- **Payment Information.** In order to purchase subscriptions or other offerings provided as part of our paid products and services you will need to provide us payment information, including your credit or debit card number, card expiration date, CVV code, and billing address.
- **Preferences.** When you set your preferences using your settings, we collect that information so that we can respect your preferences.
- **Biometric Information.** Based on your consent, we may collect and use your biometric information for safety, security, and identification purposes.
- **Job Applications.** We may collect and use your personal information (such as your biographical information, employment history, educational history, employment preferences, skills and abilities, and job search activity and engagement, in addition to the information we already collect as disclosed in the “Information we collect when you use ZebraTruth” section of our Privacy Policy below) when you apply for a job at ZebraTruth.

1.2 Information we collect when you use ZebraTruth.

When you use our services, we collect information about how you use our products and services. We use that information to provide you with products and services, to help keep ZebraTruth more secure and respectful for everyone, and more relevant to you.

Usage Information. We collect information about your activity on ZebraTruth, including:

- Posts and other content you post (including the date, application, and version of ZebraTruth) and information about your broadcast activity, including broadcasts you’ve

created and when you created them, your lists, bookmarks, and Communities you are a part of.

- Your interactions with other users' content, such as reposts, likes, bookmarks, shares, downloads, replies, if other users mention or tag you in content or if you mention or tag them, and broadcasts you've participated in (including your viewing history, listening, commenting, speaking, and reacting).
- How you interact with others on the platform, such as people you track and people who track you, metadata related when you use Messages, including the contents of the messages, the recipients, and date and time of messages.
- If you communicate with us, such as through email, we will collect information about the communication and its content.
- We collect information on links you interact with across our services (including in our emails sent to you).

Purchase and payments. To allow you to make a payment or send money using ZebraTruth features or services, including through an intermediary, we may receive information about your transaction such as when it was made, when a subscription is set to expire or auto-renew, and amounts paid or received.

Device Information. We collect information from and about the devices you use to access ZebraTruth, including:

- Information about your connection, such as your IP address, browser type, and related information.
- Information about your device and its settings, such as device and advertising ID, operating system, carrier, language, memory, apps installed, and battery level.
- Your device address book, if you've chosen to share it with us.

Location Information. When you use ZebraTruth, we collect some information about your approximate location to provide the service you expect, including showing you relevant ads. You can also choose to share your current precise location or places where you've previously used ZebraTruth by enabling these settings in your account.

Inferred Identity. We may collect or receive information that we use to infer your identity as detailed below:

- When you sign into ZebraTruth on a browser or device, we will associate that browser or device with your account. Subject to your settings, we may also associate your account with browsers or devices other than those you use to sign into ZebraTruth (or associate your signed-out device or browser with other browsers or devices or ZebraTruth - generated identifiers).
- When you provide other information to ZebraTruth, including an email address or phone number, we associate that information with your ZebraTruth account. Subject to your settings, we may also use this information in order to infer other information about your identity, for example by associating your account with hashes of email addresses that share common components with the email address you have provided to ZebraTruth.

- When you access ZebraTruth and are not signed in, we may infer your identity based on the information we collect.

Log Information. We may receive information when you view content on or otherwise interact with our products and services, even if you have not created an account or are signed out, such as:

- IP address and related information; browser type and language; operating system; the referring webpage; access times; pages visited; location; your mobile carrier; device information (including device and application IDs); search terms and IDs (including those not submitted as queries); ads shown to you on ZebraTruth; ZebraTruth -generated identifiers; and identifiers associated with cookies. We also receive log information when you click on, view, or interact with links on our services, including when you install another application through ZebraTruth.

Advertisements. When you view or interact with ads we serve on or off ZebraTruth, we may collect information about those views or interactions (e.g., watching a video ad or preroll, clicking on an ad, interacting with reposts of or replies to an ad).

Cookies and similar technologies. Like many websites, we use cookies and similar technologies to collect additional website usage data and to operate our services. Cookies are not required for many parts of our products and services such as searching and looking at public profiles.

Interactions with our content on third-party sites. When you view our content on third-party websites that integrate ZebraTruth content we may receive log information that includes the web page you visited.

1.3 Information we receive from third parties.

When you use other online products and services, they may share information about that usage with us.

Ad Partners, Developers, Publishers. Our ad and business partners share information with us such as browser cookie IDs, ZebraTruth -generated identifiers, mobile device IDs, hashed user information like email addresses, demographic or interest data, and content viewed or actions taken on a website or app. Some of our ad partners, particularly our advertisers, also enable us to collect similar information directly from their website or app by integrating our advertising technology. Information shared by ad partners and affiliates or collected by ZebraTruth from the websites and apps of ad partners and affiliates may be combined with the other information you share with ZebraTruth and that ZebraTruth receives, generates, or infers about you described elsewhere in this Privacy Policy.

Other Third Parties, Account Connections, and Integrations. We may receive information about you from third parties who are not our ad partners, such as other ZebraTruth users, developers, and partners who help us evaluate the safety and quality of content on our platform, our corporate affiliates if any, and other services you link to your ZebraTruth account. You may choose to connect your ZebraTruth account to your account on another service, and that other service may send us information about your account on that service.

2. How We Use Information

Breaking down how we use the information we collect is not simple because of the way the systems that bring our services to you work. For example, the same piece of information may be used differently for different purposes to ultimately deliver a single service. We think it's most useful to describe the five main ways we use information below:

2.1 Operate, improve, and personalize our services.

We use the information we collect to provide and operate ZebraTruth products and services. We also use the information we collect to improve and personalize our products and services so that you have a better experience on ZebraTruth, including by showing you more relevant content and ads, suggesting people and topics to follow, enabling and helping you discover third-party apps, and services. We may use the information we collect and publicly available information to help train our machine learning or artificial intelligence models for the purposes outlined in this policy.

We may use the information we collect from accounts of other services that you choose to connect to your ZebraTruth account to provide you features like cross-posting or cross-service authentication, and to operate our services.

We use your contact information to help others find your account if your settings permit, including through third-party services and client applications.

We use your information to provide our advertising and sponsored content services subject to your settings, which helps make ads on ZebraTruth more relevant to you. We also use this information to measure the effectiveness of ads and to help recognize your devices to serve you ads on and off of ZebraTruth. Some of our ad partners also enable us to collect similar information directly from their website or app by integrating our advertising technology. Information shared by ad partners and affiliates or collected by ZebraTruth from the websites and apps of ad partners and affiliates may be combined with the other information you share with ZebraTruth and that ZebraTruth receives, generates, or infers about you, as described elsewhere in our Privacy Policy.

2.2 Foster safety and security.

We use information we collect to provide for the safety and security of our users, our products, services, and your account. This includes verifying your identity, authenticating your account, and defending against fraud, unauthorized use, and illegal activity. We also use the information to evaluate and affect the safety and quality of content on ZebraTruth - this includes investigating and enforcing our policies and terms, as well as applicable law.

2.3 Measure, analyze and make our services better.

We use the information we collect to measure and analyze the effectiveness of our products and services and to better understand how you use them in order to make them better.

2.4 Communicate with you about our services.

We use the information we collect to communicate with you about our products and services, including about product updates and changes to our policies and terms. If you're open to hearing from us, we may also send you marketing messages from time to time.

2.5 Research.

We use information you share with us, or that we collect to conduct research, surveys, product testing, and troubleshooting to help us operate and improve our products and services.

3. Sharing Information

You should know the ways we share your information, why we share it, and how you can control it. There are five general ways we share your information.

3.1 When you post and share.

With the general public. You are directing us to disclose that information as broadly as possible. ZebraTruth content, including your profile information (e.g., name/pseudonym, username, profile pictures), is available for viewing by the general public. The public does not need to be signed in to view some content on ZebraTruth. They may also find ZebraTruth content off of ZebraTruth: for example, from search query results on Internet search engines or videos downloaded and reshared elsewhere (depending on your settings).

With other ZebraTruth users. Depending on your settings, and based on the ZebraTruth products and services you use, we share:

- Your interactions with ZebraTruth content of other users, such as replies, and people you follow.
- Content you send to a specific ZebraTruth user, such as through Messages. Please keep in mind that if you've shared information like Messages or protected posts with someone else who accesses ZebraTruth through a third-party service, the information may be shared with the third-party service.

With partners. Depending on your settings, we also provide certain third parties with information to help us offer or operate our products and services. You can control whether ZebraTruth shares your personal information with these partners by using your settings.

3.2 With third parties & third-party integrations.

With service providers. We may share your information with our service providers that perform functions and provide services on our behalf, including payment services providers who facilitate payments; service providers that host our various blogs and wikis; service providers that help us understand the use of our services; applicant tracking system providers to send and receive applicant and job data to potential employers; and those that provide fraud detection services.

With advertisers. Advertising revenue enables us to provide our products and services. Advertisers may learn information from your engagement with their ads on or off ZebraTruth. For example, if you click on an external link or ad on our services, that advertiser or website operator might figure out that you came from ZebraTruth, along with other information associated with the ad you clicked, such as characteristics of the audience it was intended to reach and other ZebraTruth-generated identifiers for that ad. They may also collect other personal information from you, such as cookie identifiers, or your IP address.

Third-party content & integrations. We share or disclose your information with your consent or at your direction, such as when you authorize a third-party web client or application to access your account or when you direct us to share your feedback with a business. Similarly, to improve your experience, we work with third-party partners to display their video content on ZebraTruth or to allow cross-platform sharing. When you watch or otherwise interact with content from our video or cross-platform sharing partners, they may receive and process your personal information as described in their privacy policies.

Third-party collaborators. Depending on your settings, or if you decide to share your data, we may share or disclose your information with third parties. If you do not opt out, in some instances the recipients of the information may use it for their own independent purposes in addition to those stated in ZebraTruth's Privacy Policy, including, for example, to train their artificial intelligence models, whether generative or otherwise.

Through our APIs. We use technology like APIs and embeds to make public ZebraTruth information available to websites, apps, and others for their use, for example, displaying posts on a news website or analyzing what people say on ZebraTruth. We generally make this content available in limited quantities for free and charge licensing fees for large-scale access. These individuals and companies are not affiliated with ZebraTruth, and their offerings may not reflect updates you make on ZebraTruth.

3.3 When required by law, to prevent harm, or in the public interest.

We may preserve, use, share, or disclose your information if we believe that it is reasonably necessary to:

- comply with a law, regulation, legal process or government request;
- protect the safety of any person, protect the safety or integrity of our platform, including to help prevent spam, abuse, or malicious actors on our services;
- explain why we have removed content or accounts from our services (e.g., for a violation of our rules);
- address fraud, security, or technical issues; or
- protect our rights or property, or the rights or property of those who use our services.

We may also use different signals and your data to infer, preserve, use, share, or disclose your age and identity information in order to comply with regulatory requirements as well as for safety, security, fraud, know-your-customer, know-your-business, and identity verification, as the case may be. We may also share or disclose your age and identity information with our partners, service providers, and others for these purposes.

3.4 With our Affiliates.

We may share information amongst our affiliates to provide our products and services.

3.5 As a result of a change in ownership.

We may share, sell, or transfer information about you in connection with a merger, acquisition, reorganization, sale of assets, or bankruptcy. This Privacy Policy will apply to your personal information that is shared with (before and after the close of any transaction) or transferred to the new entity.

4. How Long We Keep Information

We keep different types of information for different periods of time, depending on how long we need to retain it in order to provide you with our products and services, to comply with our legal requirements and for safety and security reasons. For example:

- We keep your profile information, such as your display name, user name, password and email address for the duration of your account. We cannot provide you with our products and services without retaining this information.
- We keep your usage information, such as the content you post, your interactions with other users' content and how you interact with others on the platform for the duration of your account or until such content is removed.
- We keep your payment information, including your credit or debit card number and billing address for the duration you use our paid products and services. Records of transactions will be kept for longer, in accordance with applicable law.
- If you communicate with us, such as through email, we will keep information about the communication and its content for up to 18 months, unless it is necessary for us to retain it for a longer period to comply with our legal obligations or to exercise or defend our legal rights.
- We generally collect device information, location information, inferred identity information and log information using cookies. We keep cookies and information collected using cookies for up to 13 months.
- We keep information about your views or interactions with ads on or off ZebraTruth, as well as how you interact with our content on third-party sites for up to 90 days.
- We keep information shared by ad and business partners for up to 90 days.
- Where you violate our Rules and your account is suspended, we may keep the identifiers you used to create the account (such as your email address or phone number) indefinitely to prevent repeat policy offenders from creating new accounts.

We may need to keep certain information longer than our policies specify in order to comply with legal requirements and for safety and security reasons. For example:

- **To comply with a law, regulation, legal process or governmental request.** Including in order to adhere to a legally appropriate preservation request made by law enforcement.
- **In connection with legal claims, litigation and regulatory matters.** Including where it is reasonably necessary to retain information relating to your account in order to defend ZebraTruth against legal claims.
- **To maintain the safety and security of our products and services.** Including where it is necessary to store your information longer in order to investigate and fight abuse on our products and services.

Remember public content can exist elsewhere even after it is removed from ZebraTruth. For example, search engines and other third parties may retain copies of your posts longer, based upon their own privacy policies, even after they are deleted or expire on ZebraTruth.

5. Take Control

5.1 Access, Correction, Portability.

You can access, correct, or modify the information you provided to us by editing your profile and adjusting your account settings.

- You can learn more about the information we have collected or inferred about you and request access to additional information by contacting us.
- You can request a copy of your information, such as your posts, by contacting us.

To protect your privacy and maintain security, we take steps to verify your identity before granting you access to your personal information or complying with a deletion, portability, or other related request. We may, in certain situations, reject your request for access, correction, or portability, for example, we may reject access where you are unable to verify your identity.

5.2 Deleting your Information.

If you follow our instructions, your account will be deactivated and your data will be queued for deletion. When deactivated, your ZebraTruth account, including your display name, username, and public profile, will no longer be viewable on ZebraTruth.com, ZebraTruth for iOS, and ZebraTruth for Android. For up to 30 days after deactivation it is still possible to restore your ZebraTruth account if it was accidentally or wrongfully deactivated.

5.3 Objecting to, Restricting, or Withdrawing your Consent.

You can manage your privacy settings and other account features in your settings. If you change your settings it may take some time for your choices to be fully reflected throughout our systems. You may also notice changes in your ZebraTruth experience or limitations in your ability to access certain features depending on the settings you've adjusted. You may also manage additional settings when interacting with certain content and features on different parts of the platform.

5.4 Authorized Agent Requests.

To submit a request related to access, modification, or deletion of your information, or someone else's information if you are their authorized agent, you may also contact us as specified in the How To Contact ZebraTruth section of our Privacy Policy below. We may require you to provide additional information for verification.

6. Your Rights and Ours

We provide ZebraTruth to people all over the world and provide many of the same privacy tools and controls to all of our users regardless of where they live. However, your experience may be slightly different than users in other countries to ensure ZebraTruth respects local requirements.

6.1 We have specific legal bases to use your information.

ZebraTruth has carefully considered the legal reasons it is permitted to collect, use, share and otherwise process your information. And no, we don't sell your personal information.

6.2 We move your data to make ZebraTruth work for you.

Just as you use ZebraTruth to seamlessly share and partake in news with people in countries all over the world, ZebraTruth must move information across borders and to different countries around the world to support the safe and reliable service you depend on. For example, if you live in Europe and are having a conversation with someone in the United States, information has to move between those countries to provide that experience – it's what you expect from us.

We also use data centers and cloud providers, and engage third-party partners and service providers located in many parts of the world to help us provide our services. Before we move data between countries we look at the risks that may be presented to the data and rely on [standard contractual clauses](#) (SCCs), where applicable, to ensure your data rights are protected. To request a copy of the SCCs, please contact us. If data will be shared with a third party, we require them to maintain the same protections over your data that we provide directly.

ZebraTruth is a participant in the EU-US Data Privacy Framework (DPF), the Swiss-US DPF and the UK Extension to the EU-US DPF. ZebraTruth complies with the DPF Principles for all its processing of personal data received from the European Union, Switzerland and the UK, in reliance on the EU-US DPF, Swiss-US DPF and UK Extension to the EU-US DPF, respectively. Learn more about the EU-US DPF, the Swiss-US DPF and the UK Extension to the EU-US DPF [here](#).

7. ZebraTruth 's Audience

Our services are not directed to children, and you may not use our services if you are under the age of 13. You must also be old enough to consent to the processing of your personal data in your country. We do not knowingly collect personal information from children under 13. If you become aware that your child has provided us with personal information without your consent, please contact us. If we become aware that a child under 13 has provided us with personal information, we take steps to remove such information and terminate the child's account.

8. Changes To This Privacy Policy

The most current version of this Privacy Policy governs our processing of your personal data and we may revise this Privacy Policy from time to time as needed.

If we do revise this Privacy Policy and make changes that are determined by us to be material, we will provide you notice and an opportunity to review the revised Privacy Policy before you continue to use ZebraTruth.

9. General

The ZebraTruth Privacy Policy is written in English. You acknowledge that English shall be the language of reference for interpreting and constructing the terms of the ZebraTruth Privacy Policy.

10. How To Contact ZebraTruth

We want to hear from you if you have thoughts or questions about this Privacy Policy. You can contact us via our www.zebratruth.com contact form or by writing to us at the appropriate address below.

ZebraTruth

Attn: Privacy Policy Inquiry

10409 PACIFIC PALISADES AVE, Las Vegas, NV 89144, USA