

Data Protection Policy – DPP

Effective Date: April 1, 2023

Glossary

"App Store Marketing Services (ASMS)": Consultancy offerings provided by ASOMobile.

"Collected Data": Information gathered and processed by ASOMobile through connections to Developer Consoles and other third-party resources, or data supplied by the Contractual Partner. Data that is publicly accessible through App Stores is excluded from this definition.

"Developer Consoles and Third-Party Tools": External platforms that may include Apple App Store Connect, Google Play Console, and other app marketplaces, as well as platforms for digital distribution, analytics, advertising (e.g., Apple Search Ads, Google Ad Manager), and monetization.

"Tool": The ASOMobile ASO Tool.

Scope of Policy

This Data Protection Policy (DPP) governs all interactions and agreements between ASOMobile and Contractual Partners regarding the use of the Tool and execution of ASMS.

Any matters not addressed in this DPP are covered under the Privacy Policy of ASOMobile or within the Terms of Service (TToS) and/or Client Terms of Service (CToS). In case of any discrepancy, the provisions of this DPP take precedence.

Contractual Partners must ensure they are authorized, or have obtained the necessary authorization, to allow ASOMobile full operational rights needed for the Tool, in compliance with their own organizational policies.

Developer Console Integration

ASOMobile provides two mechanisms for integrating Developer Consoles with the Tool:

Direct Connection: Storing Developer Consoles account details like usernames and hashed passwords.

Alternative Connection: No storage of Developer Consoles account credentials.

Purpose and Categories of Data Collection

The collection of data is essential for operating the Tool and providing ASMS to the Contractual Partners.

Permissions Granted by Contractual Partners

Contractual Partners grant ASOMobile permission to access and utilize the Collected Data stored within the App Stores by providing their Developer Consoles account details to ASOMobile. This information is stored in compliance with the Privacy Policy relevant to the Tool or ASMS.

For the effective operation of the Tool and provision of ASMS, Contractual Partners bestow a limited power of attorney on ASOMobile, allowing it to act on their behalf for accessing

Developer Consoles, managing their account information, and using their Collected Data as would be necessary if the actions were performed by the Contractual Partners themselves.

Use of Collected Data

ASOMobile may include a Contractual Partner's Collected Data in its aggregate data pools used to generate app performance estimates (like downloads and revenue) for its subscribers, without revealing any identifiable information about the Contractual Partner. By utilizing the Tool or engaging in contracts for ASMS, the Contractual Partner consents to such usage of their data.

Data Disclosure

Except as specified, ASOMobile will not disclose any identifiable Collected Data to third parties without the Contractual Partner's consent, unless required by law or necessary to protect rights, ensure safety, or respond to governmental requests.

Data Security

The Tool's operation involves the handling of sensitive statistical and financial data, securely stored on ASOMobile's servers. All data transfers are encrypted using Secure Socket Layer (SSL) technology.

Third-Party Compliance

Contractual Partners must comply with third-party terms, particularly those of App Stores, while using the Tool or ASMS. Circumstances where third parties discontinue service and affect the availability of the Tool or ASMS are beyond ASOMobile's control.

Indemnity

Contractual Partners agree to indemnify ASOMobile and its affiliates from any claims or damages arising from breaches of this DPP, violations of laws or third-party rights, submitted content, or any disputes with other entities.

Language of the Policy

The authoritative version of ASOMobile's DPP is in English. Translations into other languages are provided for convenience only.