

Privacy Policy

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M3DScan and Shred3D let you take and view 3D scans of yourself to give you useful information about your body. M3DScan and Shred3D digitally measure the 3D scans to give you all kinds of accurate measurements without needing to whip out a measuring tape. With that information, you can get better fitting clothing, track your fitness progress, and more.

Virtual Tailor lets you use store and use your body measurements to shop for clothes by fit, filtering out what won't fit so you can shop for clothes online with confidence.

When you use M3DScan, Shred3D, or Virtual Tailor —and any other app's we roll out in the future—you'll inevitably share some information with us. We understand that when you're talking about people's bodies, information privacy is important. So we want to be upfront about the information we collect, how we use it, what kinds of information we share with whom.

That's what this privacy policy is for. We want to explain what we're doing in plain English so you're not in for any surprises, and trust us when we say we have your best interests in mind. If you still have questions about anything in our privacy policy, you can contact us at contact@mirage-3d.com, and we'll do our best to respond to the best of our abilities in a timely fashion.

Information We Collect

There are three basic ways we collect information:

- **Information you choose to give us.**
- **Information we get when you use our services.**
- **Information we get from third parties.**

Here's a little more detail on each of these categories.

Information You Choose to Give Us

When you interact with our services, we collect the information that you choose to share with us. For example, our services require you to set up a basic account, so we need to collect a few important details about you, such as: an email address, a password, your gender and your name.

You'll also provide us whatever information you generate by taking 3D scans yourself, or being scanned by you or another person using one of our services, and measurements generated from those scans. Please be courteous and don't ever take a 3D scan of someone without his or her permission.

It probably goes without saying, but we'll say it anyway: When you contact Mirage 3D for support through an email or communicate with us in any other way, we'll collect whatever information you volunteer so we can better our services for you and others.

Information We Get When You Use Our Services

When you use our services, we collect information about which of those services you've used and how you've used them. We know, for example, how many scans you've taken, what type of scans they were, the associated measurements provided, and potentially some new ones that we thought up afterwards. Here's a fuller explanation of the types of information we collect when you use our services (to learn about how you can control some of this information, be sure to read the aptly titled Control over your information below):

- **Usage Information.** We collect information about your activity through our services. For example, we may collect information about:
 - how frequently you use our app and how frequently you log in.
 - how frequently you take scans and how many scans you've taken, even if you've deleted them from your device.
- **3D Scan Information.** We collect information about the 3D scans you take or are taken of you. This includes 3D model files, depth images we use for reconstructing more accurate 3D model files, and various measurements we calculate from those 3D model files.
- **Camera and Photos.** Some of our services require us to access your device's camera but NOT your photos. We only use the color camera access in the process of taking the 3D scan and accompanying scan

photos, for tracking to improve model quality as well as to provide color images alongside the scan. Our 3D models are not currently in color, which will help protect your privacy and make scans less individually identifiable. We may, however, offer a color scanning option in the future. If we do offer color scanning at some point, there will be an option to turn it off.

Information We Collect from Third Parties

We may collect information similar to the information we get when you use our services if you are ever scanned by someone affiliated with us, or a third party using one of our services. Any scan taken of you should be done with your permission and understanding that we will receive that information as if you were the one who took the scan. In the unlikely event that someone does manage to take a scan of you using our software without your consent, feel free to contact us and we will delete that scan and information as if it never happened and reprimand the user if you wish.

We may also obtain information from other companies that are owned or operated by us, or any other third-party sources, and combine that with the information we collect through our services to better serve you.

How We Use Information

What do we do with the information we collect? Basically, provide you with an outstanding product and related services that we are constantly trying to improve and augment. More specifically we use the information we collect to:

- develop, operate, improve, deliver, maintain, and protect our products and services
- communicate with you
- aggregate measurement data into datasets that can help us and others better understand clothing fit and the human body, and give you context for the shape and size of your body
- personalize the services by, among other things, suggesting clothing brands, styles and sizes or customizing the content we show you, including ads

- enhance the safety and security of our products and services
- verify your identity and prevent fraud or other unauthorized or illegal activity
- enforce our Terms of Service and other usage policies

We may also store some information locally on your device. For example, we may store information as local cache so that you can open the app and view content faster.

How We Share Information

We may share information about you in the following ways:

- **With our affiliates.** We may share information with entities affiliated with Mirage 3D Inc.
- **With third parties.** We may share your information with the following third parties:
 - **With service providers, sellers, and partners.** We may share information about you with service providers who perform services on our behalf, sellers that provide goods through our services, and business partners that provide services and functionality.
 - **With third parties for legal reasons.** We may share information about you if we reasonably believe that disclosing the information is needed to:
 - comply with any valid legal process, government request, or applicable law, rule, or regulation;
 - investigate, remedy, or enforce potential Terms of Service violations;
 - protect the rights, property, and safety of us, our users, or others; or
 - detect and resolve any fraud or security concerns.
 - **With third parties as part of a merger or acquisition.** If Mirage 3D gets involved in a merger, asset sale, financing, liquidation or bankruptcy, or acquisition of all or some portion of our business to another company, we may share your information with that company before and after the transaction closes.
- **In the aggregate or after de-identification.** We may also share with third parties, aggregated or de-identified information that cannot reasonably be used to identify you.

Information You Choose to Share with Third Parties

The services may also contain third-party links and search results, include third-party integrations, or be a co-branded or third-party-branded service that's being provided jointly with or by another company. By going to those links, using the third-party integration, or using a co-branded or third-party-branded service, you may be providing information (including personal information) directly to the third party, us, or both. You acknowledge and agree that we are not responsible for how those third parties collect or use your information. As always, we encourage you to review the privacy policies of every third-party website or service that you visit or use, including those third parties you interact with through our services.

How Long We Keep Your Content

We believe that being able to quantify and visualize how bodies change over time is important, so we will keep data on file indefinitely unless you specifically request in writing that we remove it. See the "Account Deletion" section below for more.

Control over Your Information

We want you to be in control of your information, so we provide you with the following tools.

- **Access and Updates.** We strive to let you access and update most of the personal information that we have about you. There are limits though to the requests we'll accommodate. We may reject a request for a number of reasons, including, for example, that the request risks the privacy of other users, requires technical efforts that are disproportionate to the request, is repetitive, or is unlawful. If you need to access, update, or delete any other personal information that we may have, you can put in a request to contact@mirage-3d.com. Because your privacy is important to us, we may ask you to verify your identity or provide additional information before we let you access or update your personal

information. We will try to update and access your information for free, but if it would require a disproportionate effort on our part, we may charge a fee. We will of course disclose the fee before we comply with your request.

- **Revoking Permissions.** If you change your mind about our ongoing ability to collect information from certain sources that you have already consented to, such as your camera, you can simply revoke your consent by changing the settings on your device if your device offers those options. Of course, if you do that, certain services may lose some or all of their functionality.
- **Account Deletion.** While we hope you'll enjoy and want to keep using Mirage 3D services, but if for some reason you ever want to delete your account, just ask at contact@mirage-3d.com. If you ask to delete your account, you will have up to 30 days to restore your account before we delete your information from our servers.

Analytics and Advertising Services Provided by Others

We may let other companies use cookies, web beacons, and similar tracking technologies on the services. These companies may collect information about how you use the services and other websites and online services over time and across different services. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

Additionally, some companies may use the information they collect on our services to deliver targeted advertisements on behalf of us or other companies, including on third-party websites and apps. Mirage 3D does not currently respond to do-not-track signals that may be sent from your device. If we do so in the future, we will provide information about that practice in an updated version of this privacy policy. For more information about interest-based ads, including how to opt out of having your web-browsing information used for behavioral-advertising purposes, please visit www.aboutads.info/choices.

Users Outside the United States

Although we welcome users from all over the world, keep in mind that no matter where you live or where you happen to use our services, we operate our services from the United States. This means that we may collect your personal information from, transfer it to, and store and process it in the United States and other countries whose local data-protection and privacy laws may offer fewer protections than those in your country of residence or from any country where you use or access the services.

Children

Our services are not intended for—and we don't direct them to—anyone under 13. We therefore do not knowingly collect personal information from anyone under 13.

Revisions to the Privacy Policy

We may change this privacy policy from time to time. But when we do, we'll let you know one way or another. Sometimes, we'll let you know by revising the date at the top of the privacy policy that's available on our website and mobile application. Other times, we may provide you with additional notice (such as adding a statement to our websites' homepages or providing you with an in-app notification).