branch

Discovery Privacy Policy

Overview

We value privacy and are committed to providing our services in a privacy-first way, including by practicing data minimization, limiting the information we disclose, and implementing measures to safeguard our data. At a high level, our Branch Discovery Services help our Customers' Users navigate their mobile devices with more relevant suggestions, ads, and improved search capabilities. To provide these services, we collect certain device-level data (e.g., advertising identifier and IP address), usage and engagement data (e.g., impressions and clicks), and query data (e.g., "t", "tw") from Users. We use this information to provide and improve the Discovery Services, as well as to provide other Branch products and services, and generally to serve or communicate with our Customers. We may also de-identify or aggregate data we collect through the Discovery Services and use it for any purpose. We disclose information to our vendors and Customers and also to comply with laws, to protect ourselves and others, or as part of a business transaction. Users may opt out of certain data collection by following the instructions in the User Choices section below. Because we provide technology that powers the Discovery Services to our Customers, they may use a different name to describe their use of Branch's Discovery Services (for example, "Scout" or "Finder"). Users should review the privacy policies of their mobile device providers and mobile applications they use, which may give You additional options or rights regarding how our Customers use Your data.

Introduction

Branch Metrics, Inc. (“Branch”, “us”, “our”, or “we”) offers a Discovery service (the “Discovery Services”), that enables developers of mobile applications and device features using the Discovery Services (our “Customers”) to provide personalized recommendations and results (including intent-based links into their apps) on their end users’ mobile devices, giving their end users (“you” or “Users”) simplified access to completing an action (for example, to quickly navigate to a deep page or content within a particular app). Branch recognizes and believes that data privacy is important to all Internet users, and therefore we design and operate our services in a privacy-first manner. This Branch Discovery Privacy Policy (the “Discovery Privacy Policy”) explains what information Branch uses to provide the Discovery Services, and how it shares and protects data obtained by Branch through the Discovery Services. Please note that this Discovery Privacy Policy only applies to the Discovery Services. Branch also offers a website and other services, some of which may be accessible by Users who, through their use of the Discovery Services, click on a Branch link or interact with an app or website of a Branch customer. For the privacy policy applicable to the Branch website and other Branch services, excluding the Discovery Services which are governed by this Discovery Privacy Policy, please review the Branch privacy policy posted here. The Discovery Services, and the Branch services described in the Branch privacy policy, are collectively the “Branch Platform”.

What are the Discovery Services?

Branch provides technology so Customers can provide their Users with personalized recommendations and query results. We do this in a few ways. First, Branch leverages data from Users through the Discovery Services, through other Branch services, and from Customers to enhance and tailor recommendations and query results. Second, Branch provides Customers with mobile deep-linking technology to suggest deep links for recommendations and query results. “Deep linking” means providing links to a specific, generally searchable or indexed, piece of content in an app or on a website (e.g. “https://branch.io/security/”), rather than the app’s landing page or website’s home page (e.g.,

“https://branch.io”). Deep links thus enable Users to be directed to specific content within an app. Branch generally has no direct relationship with Users. When Customers install the Branch technology on their apps (via an application programming interface and/or software development kit), the technology enables Customers to recommend content and respond to Users’ queries with personalized suggestions and intent-based deep links, which in turn helps Users by giving them relevant content and deep links to simplify access to completing an action (for example, to resume an action in an app, identify nearby restaurants, order food for delivery, travel to a location, or find a contact on their device). Branch also uses automated technology (programmatic advertising) to offer a Demand Side Platform (“DSP”) that helps advertisers and their agencies to manage digital advertising campaigns, purchase digital advertising space, and display personalized ads to Users across websites, mobile apps and other digital platforms. To deliver these ads, we work with a specialized advertising technology partner that operates under our brand name. This partner helps us buy ad space and deliver relevant ads to Users. We use programmatic advertising to help our Customers promote their products and services to interested users and to provide Users with more relevant ads based on their interests.

What Information Does Branch Collect from the Discovery Services?

User Data

Below, we explain what information we collect from Users through the Discovery Services. We process information in a way that is relevant for the purpose for which it was collected as described below. We require that each Customer commit to share with Branch only information that it has lawfully obtained and that it has the right to share with Branch. We strongly discourage Customers from sharing sensitive User information with us. Software development kits (“SDKs”) and application programming interfaces (“APIs”) include code that allows Customers to integrate and use the Discovery Services. The Branch Discovery Services SDKs and APIs collect the following information when Customers use the SDKs and/or APIs in

their mobile apps, some of which is considered personal data under applicable law (in other words, information that itself may identify a unique individual or can be linked back to an individual). The chart below summarizes the information collected automatically by the Discovery Services and for what purposes this information is being collected.

Information Collected	**Purpose**
Advertising identifier (e.g., Google Ad ID or IDFA)	Used for device identification and serving personalized recommendations, results, and advertising.
App specific identifier (e.g. internal_id)	Randomly generated, app-specific indentifier used for communicating and enforcing user privacy preferences and transmitting user consent status to Branch servers.
IP Address	Used to understand general location, ISP information, and for statistical purposes.
Local Information	General location information based on latitude/longitude coordinates inferred from GPS data signals (i.e. wifi) if provided to us.
Country Code	This is the ISO country code equivalent for the SIM provider’s country code, and is used to understand country-level location.
Device Locale (country, language)	Used for customizing recommendations, results, and advertising to the device’s country and language settings.

Information Collected	Purpose
Query	Used to respond to the User's queries. Queries may include information that identifies an individual (for example, if a User searches for a friend "John Smith" or for news about a particular celebrity) as well as information that does not identify anyone (for example, "pizza nearby" or "phone cases"). Queries may be Internet-based or device-based (for example, to search for a contact, or an app on a User's phone). For Internet-based queries, we collect the information described in this table. For device-based queries, our SDK will collect and store information locally on a User's device (for example the apps stored on a User's device), to generate recommendations and results. . When a User submits a query, the SDK may transmit the query and corresponding results (such as matched app names and actions taken on those results) to Branch servers to provide and improve the Discovery Services such as to understand User interests and enhance recommendations, results, and advertising.
Device Model	Used to serve relevant recommendations, results, and advertising, and for reporting.
Device Manufacturer	Used to serve relevant recommendations, results, and advertising, and for reporting.

Information Collected	Purpose
Operating System	Used to serve relevant recommendations, results, and advertising, and for reporting.
Operating System Version	Used to serve relevant recommendations, results, and advertising, and for reporting.
Mobile Network Status (Carrier)	Used to serve relevant recommendations, results, and advertising, and for reporting.
User Agent	Used for device identification.
Screen Resolution	Used to serve relevant recommendations, results, and advertising, and for reporting.
Screen Size	Used to serve relevant recommendations, results, and advertising, and for reporting.
Discovery Services Software Data	Information about the Discovery Services software running on your phone, including version, package name, and Customer (not User) information associated with software installation.
Network Connection Status	This includes whether a User is connected to Wi-Fi or other mobile connection. Used for customizing recommendations, results, and advertising.
App Categories	Categories of apps on the User's phone. Used to serve relevant recommendations, results, and advertising.

Information Collected	Purpose
Usage & Engagement Data	Information relating to a User's interactions (e.g., impressions, clicks, usage activity) with the Discovery Services and apps on the device, including query results, advertisements, and/or apps used. This may include information inferred from a User's interactions, such as interests or demographic information. Used to serve personalized recommendations, results, and advertising; improve the Discovery Services; and for reporting.

In certain cases, Customers have configured the Discovery Services to limit data transmission to Branch servers based on your consent status. Where you have not provided consent or have opted out, the advertising identifier is not transmitted to Branch servers. A randomly generated, app-specific internal identifier may still be transmitted solely to communicate and enforce your consent decision. The Discovery Services will analyze information stored locally on your mobile device to serve recommendations, results, and advertising, and Branch servers do not collect your advertising identifier to conduct this analysis.

Branch may momentarily read an IP address for statistical purposes and to anonymously sync data from its servers to improve on-device recommendations or results and advertising.

In addition to the information we collect identified above, the Discovery Services may otherwise analyze information stored on your mobile device or accessible through your mobile device's services to provide more relevant recommendations, results, and advertising for mobile app content. The analysis of such information accessible through your mobile device will be conducted within your device, and Branch does not collect such data in connection with your advertising identifier or in a way that directly identifies you to conduct this analysis.

Customer Data & Postback Data

Customers may provide information to us, including through their partners such as analytics providers ("Partners"), to help better direct advertising to their desired audiences delivered through the Discovery Services ("Customer Data"). Such Customer Data may include data similar to the User Data we collect as described above. It may also include information about actions taken by Customers' end users after seeing Customer's recommendations or advertisements in the Discovery Services, such as making purchases, or installing or interacting with the Customer's app ("Postback Data"). As with the data we collect directly from Users, we use Customer Data and Postback Data to provide and improve the Discovery Services, as well as to provide other Branch products and services, and generally to serve our Customers. Branch is not responsible for Customer or Partner's collection, use, or disclosure of Customer Data or Postback Data.

Bid Request Data

Branch receives personal data about Users when we have the opportunity to display an ad ("Bid Request Data"). Bid requests are sets of information that describe an ad space that is available to be filled. We get these requests from the "supply" side of the advertising ecosystem, meaning websites, apps, smart TVs, and others, as well as their agents, that display ads. The requests contain information about the ad space, the device, and sometimes the User, including location information. They also usually have an ID (or IDs) that enables us to match the request with information we may already have.

How Does Branch Use Information Collected by the Discovery Services, and What Information Does Branch Use to Provide the Discovery Services?

Data Branch collects through the Discovery Services is processed:

- to provide, maintain, optimize, research, and improve the Discovery Services, including to develop recommendations and results for User queries, and improve their relevance and/or

usefulness.

- to better understand how and from where Users come to click on certain deep links or content and what types of links and content are popular.
- to serve recommendations and advertisements (including personalized ads) in connection with Users' usage and engagement.
- to fulfill Customers' and prospective Customers' requests for the Discovery Services including processing Customer Data provided by them and transferring User data to them. Branch does not control how Customers use information received from Branch, and Users should read Customers' privacy policies to understand how Customers use information they provide to and receive from Branch.
- to use for internal and Customer business purposes, including to support both the Discovery Services and other Branch products and services, develop new products and services, market products or services, support the products and services of our Customers, and as permitted or required by applicable law.
- to create reports based on aggregated information, which is information that cannot be linked back to any individual person or Customer, and share these reports with the public.

We may aggregate and/or de-identify the data we collect. After data has been aggregated and/or de-identified, Branch commits to maintain and use the information in de-identified form. We may use de-identified and/or aggregated data for any purpose, including without limitation for research and marketing purposes, and may also disclose such data to any other parties, including business partners, Customers, and/or others. Where permitted by law and our agreements with customers, and with your consent (to the extent required by law), Branch may also use data collected through other Branch services to enhance and tailor recommendations, results of User queries, and advertisements.

Our Customers' Use of Information

We require that our Customers utilize the Discovery Services responsibly and in accordance with certain terms and conditions. Branch is not responsible for the data practices of any of our Customers through the Discovery Services or otherwise. Each Customer's practices are subject to each Customer's individual privacy policy. Users should review the privacy policy of each Customer to understand how that Customer treats User information collected through the Discovery Services.

User Choices

Where available, you may be able to modify what data Customers send to Branch by (1) deleting the Customer app through which You use the Discovery Services, (2) modifying settings in the Customer app, or (3) resetting or re-installing the Customer app or device software. If you do not want to receive personalized advertisements please visit the Your Rights section below for further information.

Do Not Track & Global Privacy Control

The Discovery Services are designed for mobile applications and therefore do not respond to web browser-based signals such as "Do Not Track" or the Global Privacy Control.

When Does Branch Disclose Information?

In addition to the ways described above, Branch may also disclose information to others under the following circumstances:

- With third-party vendors and consultants who work for us and need access to information we collect to do that work, including for cloud storage, data analysis, and project tracking.
- With our Customers and their vendors or agents, as described in this Discovery Privacy Policy.

- With our Customers and partners who receive Bid Request Data through Discovery for advertising purposes.
- With customers of other Branch services, including their vendors or agents, if requested by the customer, for attribution purposes.
- To comply with laws or to respond to lawful requests and legal process, and in order to investigate, prevent, or take action regarding suspected, or actual, prohibited activities, including but not limited to fraud and situations involving potential threats to the physical safety of any person.
- To protect the rights and property of Branch, our agents, Customers, Users, and others including to enforce our agreements, policies, and any applicable terms and conditions.
- In connection with or during negotiation of any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

How We Secure the Information We Collect

Securing the information provided by our Customers and collected through the Discovery Services is important to us. Branch has implemented industry-standard technical, administrative, and physical safeguards to help protect the information on our servers against unauthorized access, alteration, disclosure or destruction. You are responsible for maintaining the security of Your devices and online accounts, such as not sharing passwords to Your devices.

Links to Other Services

The Discovery Services link to other websites and apps. These other domains are not controlled by Branch, and we do not endorse or make any representations about third-party websites, apps, or social media platforms. We encourage You to read the privacy policies of each website and application that You interact with. We do not endorse, screen, or approve, and are not responsible for, the privacy practices or content of such other websites or applications. Visiting

these other websites or applications is at Your own risk.

Our Data Retention Policy

Branch retains the information we collect through our Discovery Services for no more time than is needed to serve the legitimate business purposes for which it was collected, or as necessary to comply with our legal obligations. When we have no ongoing legitimate business need to process your personal information, we either delete it or pseudonymize it unless otherwise required by applicable law or otherwise agreed to between Branch and the Customer.

Personal data collected via the Discovery Services are stored in a directly identifiable form for no more than 6 months, after which they are removed or pseudonymized. Any and all pseudonymized or aggregated logs are deleted after 24 months, unless otherwise required by applicable law or otherwise agreed between Branch and the Customer. Branch may retain information collected by the Discovery Services beyond these periods for fraud prevention, analysis, or response, or to protect the safety of Branch, its Customers, Users, or the public.

Our Policy Regarding Children

The Discovery Services are not directed to children. We require that Customers agree to not knowingly send to us data relating to any children under 13 (or, in certain jurisdictions, under 18). If you believe that we might have any information from or about a child under 13 (and in certain jurisdictions under 18) in violation of this policy, please contact us at discoveryprivacy@branch.io, so that Branch can promptly investigate and delete any inappropriately obtained information as required by law.

Your Rights

Under applicable law and depending on where you reside, you may have the right to access, rectify, erase and restrict the processing of your personal data. You may also have the right to object to Branch's processing of your data or exercise other rights, all in accordance with applicable law. Information on how you can exercise your rights under applicable law is available here.

We process data to personalize and deliver ads and other ads-related purposes as described above. To learn how to make a choice related to these activities visit our opt-out page and you may also review the section below.

Manage your privacy choices:

For mobile devices: Most mobile devices provide the ability to set the device's advertising ID to an opt out value through the device settings. To limit the collection of information from mobile devices, please visit the privacy settings of your device and select "opt-out of interest based ads" (Android) or "Limit ad tracking" (Apple IOS) or similar settings. When you opt out through your device settings, Branch will only be able to collect information as permitted by these settings, however a randomly generated app specific identifier will still be transmitted to Branch servers solely to enforce your privacy choices . This identifier carries no advertising or personalization function and is permanently deleted when you uninstall the app. To learn more information on opting out on mobile devices visit: https://thenai.org//opt-out/mobile-opt-out/.

Branch device based opt out: You can submit a request to opt-out of the Branch Services on a particular device by submitting a request to privacy@branch.io with "Device-Based Opt-Out Request" as the subject line and include your device ID in the body of the email (for instructions on how to find your device ID, please visit https://help.branch.io/v1/docs/how-do-i-find-my device-ids). Due to the nature of the Services, some functionality will be degraded or no longer work once that request is executed. You may also make choices indicating your desire to opt out of data collection from Branch and other companies that participate in industry self regulatory programs such as the NAI (http://www.networkadvertising.org/choices) and the DAA (http://www.aboutads.info/choices).

OTT/CTV opt out: You may also opt out of digital advertising data collection on various connected streaming devices to the extent the device manufacturer will allow. To learn more please visit https://www.networkadvertising.org/internet-connected-tv-choices/. You have the right to lodge complaints about our data processing activities by filing a complaint with our Data Protection Officer who can be reached by the "Contact Us" section below or with a supervisory authority.

California and Certain Other U.S. States

The California Consumer Privacy Act of 2018 (“CCPA”) and applicable privacy laws of certain other U.S. states provide certain rights to natural persons who are residents of California or such other states. Our privacy notice for California and other states is available here.

Contact Us, Questions, Changes to This Discovery Privacy Policy

We may change this Discovery Privacy Policy at any time at our sole discretion. We will post all changes to this Policy on this page and will indicate at the top of the page the modified Policy’s effective date. If You have any questions or suggestions regarding this Policy, please contact our Data Protection Officer at:

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or by email at discoveryprivacy@branch.io.

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