

Mobi Messenger Privacy Policy

Last updated: 13th August 2024

This Privacy Policy explains how Mobi Messenger ("we", "us", or "our") collects, uses, and shares your personal information when you access or use our website, mobile application, or other online services (collectively, the "Services"). This Privacy Policy also describes your choices and rights regarding your personal information.

Please read this Privacy Policy carefully before using our Services. By using our Services, you agree to the collection, use, and sharing of your personal information as described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not use our Services.

What information do we collect?

We collect various types of information from or about you or your devices when you use our Services, such as:

- **Account information:** When you create an account with us, we collect your name, email address, password, and other information you provide, such as your company name, phone number, address, and billing information.
- **Service information:** When you use our Services, we collect information about your campaign, sender address/name, recipients' message content/text and usage statistics, such as the number, duration, frequency, and credit utilized.
- **Device and technical information:** When you access or use our Services, we automatically collect information about your device and technical specifications, such as your device type, model, operating system, browser, IP address, unique device identifiers, and other information that helps us provide and improve our Services.
- **Cookies and similar technologies:** We and our third-party partners use cookies, web beacons, pixels, and other similar technologies to collect and store information about your preferences, settings, interactions, and activities on our Services. Cookies are small text files that are stored on your device when you visit a website. Web beacons, pixels, and other similar technologies are small graphic images or codes that are embedded in web pages, emails, or ads. These technologies help us to remember your preferences, personalize your experience, analyze your behavior, deliver targeted advertising, and measure the effectiveness of our Services. You can learn more about how we use cookies and similar technologies in our Cookie Policy
- **Third-party information:** We may receive information about you from third-party sources, such as social media platforms, payment processors, data providers, analytics services, and other partners. For example, if you log in to our Services using your social media account, we may

receive your name, email address, profile picture, and other information from that platform. If you make a payment through our Services, we may receive your payment information and transaction details from our payment processor. If you use our Services to connect to your backend systems or APIs, we may receive information from those sources that are necessary to provide our Services.

How do we use your information?

We use your information for various purposes, such as:

- To provide and improve our Services: We use your information to provide, maintain, and improve our Services, such as creating and managing your account, processing your payments, and providing customer support. We also use your information to monitor, analyze, and optimize the performance, security, and functionality of our Services, and to develop new features and services.
- To communicate with you: We use your information to communicate with you about our Services, such as sending you service announcements, updates, notifications, and alerts. We also use your information to respond to your inquiries, requests, feedback, or complaints, and to provide you with technical or administrative assistance.
- To market and promote our Services: We use your information to market and promote our Services, such as sending you newsletters, offers, promotions, surveys, and other marketing materials that may be of interest to you. We also use your information to measure and improve the effectiveness of our marketing campaigns and strategies.
- To protect our rights and interests: We use your information to protect our rights and interests, such as enforcing our Terms of Service, Privacy Policy, and other agreements, preventing and detecting fraud, abuse, or illegal activities, resolving disputes, and complying with legal obligations and requests.

How do we share your information?

We may share your information with the following categories of recipients, for the purposes described above:

- Service providers: We may share your information with third-party service providers that perform services on our behalf, such as hosting, storage, payment processing, analytics, email delivery, marketing, and customer support.
- Partners: We may share your information with third-party partners that provide complementary or integrated services or products, such as mobile network operators, backend systems, or

APIs. We only share your information with these partners with your consent or as necessary to provide our Services to you.

- **Affiliates:** We may share your information with our affiliates, subsidiaries, or parent companies, for the purposes of providing and improving our Services, marketing and promoting our Services, and protecting our rights and interests.
- **Public:** We may share your information with the public, such as when you post or submit content, comments, reviews, ratings, or feedback on our Services, or when you participate in any public forums, blogs, or social media platforms that are associated with our Services. Any information that you share publicly may be seen, collected, or used by anyone who accesses or uses our Services or the platforms where you share your information. Please be careful when sharing your information publicly, as we are not responsible or liable for any consequences that may result from your public disclosure of your information.
- **Others:** We may share your information with other third parties, such as:
 - When you give us your consent or instruction to do so, such as when you authorize a third-party application or service to access your account or information.
 - When we are required or permitted to do so by law, regulation, court order, subpoena, warrant, or other legal process or authority, such as to comply with a request from a government agency, regulator, or law enforcement.
 - When we believe in good faith that it is necessary or appropriate to do so to protect our rights, property, or safety, or the rights, property, or safety of our users, partners, service providers, affiliates, or the public, such as to prevent or detect fraud, abuse, or illegal activities, or to enforce our Terms of Service, Privacy Policy, or other agreements.
 - When we are involved in a merger, acquisition, sale, transfer, or divestiture of all or a portion of our business or assets, such as to a successor entity or a potential buyer. In such cases, we will take reasonable steps to ensure that your information is treated in accordance with this Privacy Policy, or as otherwise notified to you.

How do we protect your information?

We take reasonable and appropriate measures to protect your information from unauthorized access, use, disclosure, alteration, or destruction, in accordance with applicable laws and industry standards. These measures may include:

- Using encryption, firewalls, and other security technologies to protect your information in transit and at rest.

- Limiting access to your information to only those employees, service providers, partners, or affiliates who need to know it to provide or improve our Services, and who are bound by confidentiality obligations.
- Implementing policies, procedures, and training to ensure that our employees, service providers, partners, and affiliates comply with our privacy and security practices and standards.
- Conducting regular audits and reviews to monitor and verify our compliance with our privacy and security policies and procedures.

However, no method of transmission or storage of information over the Internet or any other network is 100% secure, and we cannot guarantee the absolute security of your information. We are not responsible or liable for any unauthorized access, use, disclosure, alteration, or destruction of your information that is beyond our reasonable control. You are responsible for maintaining the confidentiality of your account and password, and for any activities or actions that occur under your account or password. You should notify us immediately if you suspect or become aware of any unauthorized access, use, or disclosure of your account or password, or any other breach of security.

How long do we keep your information?

We retain your information for as long as necessary to provide and improve our Services, to comply with our legal obligations and contractual agreements, to resolve disputes, and to enforce our rights and interests. The retention period for your information may vary depending on the type and purpose of the information, the nature and scope of our Services, and the applicable laws and regulations. When we no longer need your information for the purposes for which it was collected, we will delete or anonymize it, or, if this is not possible, we will securely store your information and isolate it from any further use until deletion is possible.

What are your choices and rights?

You have certain choices and rights regarding your information, subject to applicable laws and regulations. These may include:

- Access: You have the right to request access to your information that we hold, and to receive a copy of it in a commonly used and machine-readable format.
- Correction: You have the right to request that we correct any inaccurate or incomplete information that we hold about you.
- Deletion: You have the right to request that we delete your information that we hold, unless we have a valid reason or legal obligation to keep it.

- **Restriction:** You have the right to request that we restrict or limit the processing of your information, if you have a legitimate reason or objection to do so.
- **Objection:** You have the right to object to our processing of your information, if we are relying on our legitimate interests or the public interest as the legal basis for the processing, or if we are using your information for direct marketing purposes.
- **Portability:** You have the right to request that we transfer your information to another service provider, if the processing is based on your consent or a contract, and if it is technically feasible for us to do so.
- **Withdrawal of consent:** You have the right to withdraw your consent to our processing of your information at any time, if the processing is based on your consent. However, this will not affect the lawfulness of any processing that occurred before your withdrawal, or any processing that is based on another legal basis.
- **Complaint:** You have the right to lodge a complaint with a supervisory authority in your country or region, if you believe that our processing of your information violates your rights or the applicable laws or regulations.

To exercise any of these rights, or to obtain more information about them, please contact us at clientservices@mobivs.com. We will respond to your request within a reasonable time frame, and in accordance with the applicable laws and regulations. We may ask you to verify your identity and provide additional details or documentation to process your request.

You may also manage some of your choices and preferences regarding your information through your account settings, or by using the opt-out or unsubscribe links or instructions provided in our communications or on our website.

How do we use cookies and similar technologies?

We and our third-party partners use cookies, web beacons, pixels, and other similar technologies to collect and store information about your preferences, settings, interactions, and activities on our Services. Cookies are small text files that are stored on your device when you visit a website. Web beacons, pixels, and other similar technologies are small graphic images or codes that are embedded in web pages, emails, or ads. These technologies help us to remember your preferences, personalize your experience, analyze your behavior, deliver targeted advertising, and measure the effectiveness of our Services.

You can learn more about how we use cookies and similar technologies in our [Cookie Policy](#).

You can also control your cookie settings and preferences through your browser or device settings, or by using the opt-out tools or links provided by us or our partners. However, please

note that some of our Services may not function properly or as intended if you disable or reject cookies or similar technologies.

How do we update our Privacy Policy?

We may update our Privacy Policy from time to time, to reflect changes in our practices, technologies, laws, or regulations. We will notify you of any material changes by posting the updated Privacy Policy on our website, or by sending you an email or other notification, before the changes take effect. We encourage you to review our Privacy Policy periodically to stay informed about how we collect, use, and share your information.

The date at the top of this Privacy Policy indicates when it was last updated. Your continued use of our Services after the updated Privacy Policy becomes effective constitutes your acceptance of the changes.

How do you contact us?

If you have any questions, comments, or concerns about our Privacy Policy or our practices, please contact us at:

Mobiverse Solutions Limited
P. O. Box LG265 Legon, Accra
clientservices@mobivs.com
0302908210

We will respond to your inquiries within a reasonable time frame, and in accordance with the applicable laws and regulations.

Cookie Policy

This Cookie Policy explains how we and our third-party partners use cookies and similar technologies when you access or use our Services. This Cookie Policy is part of and incorporated into our Privacy Policy. By using our Services, you agree to our use of cookies and similar technologies as described in this Cookie Policy.

What are cookies and similar technologies?

Cookies are small text files that are stored on your device when you visit a website. They allow the website to recognize your device and remember your preferences, settings, interactions, and activities. Cookies can also be used to collect information about your browsing behavior, such as the pages you visit, the links you click, and the time you spend on the website.

Web beacons, pixels, and other similar technologies are small graphic images or codes that are embedded in web pages, emails, or ads. They can be used to track your actions, such as whether you open an email, click on an ad, or visit a website. They can also be used to measure the performance and effectiveness of the web pages, emails, or ads.

How do we use cookies and similar technologies?

We and our third-party partners use cookies and similar technologies for various purposes, such as:

- **Essential:** These cookies and similar technologies are necessary for the proper functioning and security of our Services, such as authenticating your account, maintaining your session, preventing fraud, and protecting your data.
- **Functional:** These cookies and similar technologies enable us to provide you with enhanced features and functionality, such as remembering your preferences, settings, language, and region, and customizing your experience on our Services.
- **Analytical:** These cookies and similar technologies help us to understand how you use our Services, such as which pages you visit, how long you stay, and what you do on our Services. They also help us to measure and improve the performance, quality, and reliability of our Services, and to identify and fix any errors or issues.
- **Marketing:** These cookies and similar technologies help us and our partners to deliver relevant and personalized advertising to you, based on your interests, preferences, and behavior. They also help us and our partners to measure and optimize the effectiveness and reach of our advertising campaigns.

What are your choices and rights regarding cookies and similar technologies?

You can control your cookie settings and preferences through your browser or device settings, or by using the opt-out tools or links provided by us or our partners. For example, you can:

- Block or delete cookies and similar technologies through your browser settings. You can also set your browser to notify you when a cookie is being set or updated, or to reject all or some

cookies. However, please note that some of our Services may not function properly or as intended if you disable or reject cookies or similar technologies.

- Opt out of interest-based advertising by visiting the following links:
- Network Advertising Initiative
- Digital Advertising Alliance
- European Interactive Digital Advertising Alliance

However, please note that opting out does not mean that you will not see any advertising on our Services or other websites. It only means that the advertising you see will not be tailored to your interests, preferences, and behavior.

You can also exercise your rights regarding your information, as described in our Privacy Policy, by contacting us at clientservices@mobivs.com.