SatelliteAR app is owned and operated by Analytical Graphics Inc. ("AGI") and available for Android and Apple devices. Your privacy is very important to us and we are committed to protecting it. This Privacy Policy informs you of how we collect, use, and disseminate your information through this mobile app. By using this app, you consent to the terms of this Privacy Policy.

We reserve the right to update this Privacy Policy at any time, and such updates will be posted on this page and be effective immediately. We encourage you to review this Privacy Policy periodically to remain informed.

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1. Permission to access Features on Mobile Device

In order to use this app, you will be asked to provide permission to access various features on your mobile device:

Access to your location
You will be asked permission to access your location (precise or approximate) in order to provide you information about the satellites currently flying overhead. Without this information, we will not know your latitude and longitude for the calculations to run, and you will not be able to use this app. If you prefer not to provide your exact location, you can manually select a nearby city instead (approximate location). The approximate location is stored on your phone and you can delete it at any time. If you do not wish to provide your location at all, please refrain from using this app.
Access to the Internet
You will need to have an active internet connection to use this app. Without one, we will not be able to receive necessary computations from our server. By accessing this server, your IP address will appear in the logs of our SatelliteAR server. We do not use this information in any way, however it will remain in our backup systems for a limited time.

Access to your camera
You will be asked permission to access your camera. It enables an augmented reality effect by interposing satellite icons within the camera view. This is visually more pleasing, but not necessary for the app to run.

2. Type of Information We Collect and Why

We collect personal and non-personal information relating to your use of the app. Personal Information means information that allows someone to identify or contact you. Non-personal information means information that does not directly identify you.

- **IP address**: We collect and store your device’s IP address in order for the app to properly function. In order for the device to communicate with our server, it must send the IP address. It is collected as a residual effect. This information is only retained for a limited time in our backup systems, as it is necessary to the functioning of our server.

- **Location Data**: Your exact location data is sent to our servers to be processed in order to provide satellite locations in reference to your location. This information is not stored. Your approximate location data is collected in order for the app to provide satellite locations in reference to your location. This information is only stored in the app data, on your phone, in order to provide a default setting between sessions and can be deleted at any time. We may store an anonymous residual copy of your location data on our backup servers.

- **Support**: If you contact us via email for support, we collect your name, email address and any additional information you may provide us in your communication. We only store this information during the time that is necessary to resolve an issue, and then delete it.

3. How we use the Information

In addition to the uses described above, we may use your personal information, sometimes in combination with non-personal information in the following ways:

- Operate, maintain, monitor and protect the security and integrity of our services. The information collected may also be used to comply with US Government requirements, to ensure appropriate use of the app.
- When you contact us, we keep a record of your communication to help resolve any issues.
4. How we Share the Information

The SatelliteAR app sends your data to AGI or its corporate affiliates in order to operate, maintain, monitor and protect the security and integrity of our services. The information collected may also be used to comply with US government requirements, to ensure the appropriate use of the app. The data is not shared with any other parties.

- **Affiliates and Acquisitions:** We may share your personal information with corporate affiliates (e.g.: sister companies, subsidiaries, joint ventures, or agents that help us run our business). If AGI becomes involved in a merger, acquisition, reorganization or any form of sale or transfer of some or all of its assets, we may share your personal information with the acquiring party.

- **Suppliers and service providers:** We may share your personal information with suppliers and service providers to enable such parties to perform functions on our behalf and under our instructions to carry out the purposes identified in this policy. This includes, but is not limited to, our IT service provider and servers.

- **Disclosures without your consent:** We may share your personal information if we determine that it may be needed or requested to satisfy any applicable governmental law, regulation, investigation by public authorities, or proceeding. We may also share your personal information if we have a good faith belief that the disclosure is necessary to prevent or respond to fraud, defend AGI, or protect the rights, property and safety of AGI, our customers, users and the public.

- **External websites and Social Media:** Please note that the Satellite AR App may contain links to independent websites, products or services, including social media features and widgets, which are hosted by third parties and are governed by their privacy practices. Once you click on them or have left our application or website, it is up to you to take the necessary measures to protect your privacy by reviewing other parties’ Privacy Policies.

5. Security

While we use reasonable measures to protect your information from loss, misuse, unauthorized access, alteration, disclosure or destruction we cannot completely ensure or warrant the security of the information you transmit. Therefore you agree to do so at your own risk. In the event we are required by law to inform you of any breach of personal information, we will do so according to the applicable laws and regulations.

6. Data integrity and Access to Your Information

We rely on you to update and correct your information. If you wish to access the information that is collected about you or believe any of the information needs updating, correcting, amending or deleting, contact us at privacy@agi.com. We will correct your information upon verification of the requested change. We may decline to process requests that are frivolous, jeopardize the privacy of others or are extremely impractical, or when allowed by law.

7. Retention Period

We retain your information for the period necessary to fulfill the purposes outlined in this policy unless retention is required or permitted by law. We may also decide to delete your data if we believe
it incomplete, inaccurate, or if we no longer need it. When we delete your personal information, it will be removed from our active database but it may be retained in our archives where it is not practical or possible to delete it. Further, we may keep your information as needed to comply with our legal obligations, resolve disputes, and/or enforce agreements.

8. Children Under 13

SatelliteAR App is not intended to be used by children under the age of 13 and the app does not knowingly collect personal information from children under 13. If you are under 13, do not use the app, as it collects your geolocation. If it comes to our attention that you are under the age of 13, we will immediately terminate your account and delete all the information you have shared with us. Parents or legal guardians who become aware of their children using the app should immediately contact us at privacy@agi.com to delete their child’s personal information.

9. International Transfer

Your personal information is processed in the United States where privacy laws may be less stringent than the laws in your country and where the government courts or law enforcement may be able to access your information. By submitting your personal information to us, you agree to the transfer, storage and processing of your information.

With respect to transfers originating from the European Economic Area (“EEA”) to the US, we participate in and have certified our compliance with the EU-US Privacy Shield. With respect to transfers originating from the EEA to other countries, we implemented standard contractual clauses approved by the European Commission and other appropriate solutions as required and permitted by Art. 46 and 49 of the GDPR.

10. EU-US Privacy Shield and Swiss-US Privacy Shield

AGI complies with the EU-U.S. Privacy Shield and Swiss-US Privacy Shield Frameworks as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. This Section only applies to data covered by privacy shield. AGI hereby declares to the Department of Commerce that it is committed to comply with the Privacy Shield Principles and handle all personal information received from the EU accordingly. Under certain circumstances, AGI may remain responsible for any of your personal information that is shared under the Onward Transfer Principle with third parties for external processing on our behalf. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern.

You have the right to limit the use or disclosure of your personal information by writing to us by mail or email, at the addresses provided below, and requesting the limitation or disclosure of your personal information. In accordance with the Data Integrity and Purpose Limitation Principle of the EU-U.S. Privacy Shield and Swiss-EU Privacy Shield, AGI will take reasonable steps to ensure that personal information is relevant to its intended use, accurate, complete, and current.
AGI is also subject to the investigatory and enforcement powers of the US Federal Trade Commission (FTC). If you are unable to resolve the matter directly with AGI, after a good faith effort to address it, you may refer a complaint to JAMS, at no cost to you, and we will work with them to resolve your concern. In cases where your complaint has still not been resolved by other means, the Privacy Shield Framework provides the right to invoke binding arbitration as a last resort, as described in Annex I to the Privacy Shield Principles.

If your information is shared onwards on the basis of a contract, that contract will provide the same level of protection as the one guaranteed by the Principles.

AGI complies with the Recourse, Enforcement and Liability Principle through a self-assessment system which includes internal procedures for training our employees about AGI’s privacy policies, disciplining misconduct and reviewing our compliance periodically.

AGI is required to disclose personal information in response to lawful requests by public authorities, including to meet national security, law enforcement, or other public interest requirements.

To learn more about the Privacy Shield program, and to view AGI’s certification, please visit https://www.privacyshield.gov/. If you have an inquiry regarding our privacy practices in relation to our Privacy Shield certification, we encourage you to contact us at privacy@agi.com.

11. Permitted Purposes for Processing Information

We process your personal information for a variety of permitted purposes, including:

- **Contractual Reasons:** Where it is necessary to perform our contract with you, or to begin contract negotiation; whether for our products or services, for employment engagement or application, to become your customer, or to perform a contract we may have with you.

- **Legal Obligation:** Where it is necessary for compliance with legal obligations; whether it is to carry out denied party screening, due diligence, to perform a pre-hiring check, to comply with export control laws, anti-bribery laws, corruption laws.

- **Legitimate Business Interest:** Where the processing is in our legitimate interests and not overridden by your data protection interests; whether to ensure compliance with our internal policies, security and business continuity, the improvement of business processes, training and webinars, advertising, marketing and public relations, to organize corporate events, conferences, protect, manage and improve our websites and other services.

- **Consent:** Where you provide us your consent; whether it is to deal with your inquiries or requests to obtain more information about our company, to the extent required by laws consent for advertising, marketing and public relations purposes.

12. Data Breaches

If a data breach occurs, which is likely to result in a high risk of adversely affecting your rights and freedoms, we will inform you of this without undue delay, or within the period specified under GDPR. Where legally permitted, this notification will be made via email, post or telephone.

13. Your Rights (EU)

The following rights apply under the GDPR in specific circumstances:
Access to your personal information;
- Rectify inaccurate or incomplete information or request it to be erased;
- Ask us to move, copy or transfer your personal information back to you or another;
- Object to the processing of your personal information for marketing purposes;
- Withdraw consent if we are processing your personal information solely on the basis of consent;
- Ensure that any significant decisions affecting you are not made purely by automated means based on an online profile and you have the opportunity to challenge the decision;
- Complain to a supervisory authority about our privacy practices.

For further details about your privacy rights under GDPR, please visit: https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens/my-rights_en

14. Other International Users

AGI is headquartered in the United States and agi.com is hosted in the United States. If you are an international visitor, you should note that by providing your personal information, you are: (i) permitting the transfer of your personal information to the United States, which may not have the same data protection laws as the country in which you reside; and (ii) permitting the use of your personal information in accordance with this Privacy Policy.

15. California Users

While at this time we do not share any of your personal information with third parties for direct marketing purposes, if we ever do, we will inform you of such change. If you are a California resident, who has an established business relationship with AGI, you are allowed to request information regarding the disclosure of your personal information by AGI to third parties, for the third parties' direct marketing purposes. If you wish to do so, you may contact us at the address provided below.

16. Contact us

If you have additional questions or concerns about our policy or our information practices, please contact us at:

Analytical Graphics, Inc.
220 Valley Creek Blvd.
Exton, PA 19341
Email: privacy@agi.com

If you contact us directly, we will obtain your email address, however, we will only use that to respond to your inquiry.