

Privacy Policy

Effective December, 2022

We do not sell your information nor will we ever do so. Protecting your privacy is why we exist. We want to empower you to make informed choices about how you share personal information. .

What This Policy Applies To

This Privacy Policy applies to visitors to our [website](#) and our App (available for downloading on Apple App Store and Google Play or from our website at <https://nametag.co/install>), through [COVIDproof.com](#) or accessed via App Clip or Instant App, and other online properties and associated services that display this Privacy Policy. Be advised that this Privacy Policy is incorporated into and governed by our [End User License Agreement \(EULA\)](#).

Information We Collect and How We Use It

When you use Nametag. When you use Nametag and create an account to access our services, you will be asked to provide certain personal information, for example your name, telephone number, a scanned government photo ID (such as a valid driver's license) and a scanned photo of your face (which will be matched with your photo ID to verify it's you), and possibly other information like your Covid vaccination card. We only share this information (and information derived from it) as set described in this privacy policy and with your permission. We do not share selfie or ID photos.

If you provide your phone number or email address, we use it as a convenient way to introduce yourself to companies and friends. We may also use it to communicate with you (via text, email, or in-app notifications) about your use of the websites, App and services (we do not use it for marketing purposes). If you don't want to provide your phone number, you can use a QR code instead.

You can then build out your profile by accepting (or not) incoming requests for identity confirmation and data sharing. You are free to refuse any request for your personal information, with the understanding that we may be unable to provide you with some of our services.

Facial Matching Information Collection, Use, and Retention. With your consent, we use personal information and facial matching technology to verify your identity by comparing your government photo ID with a selfie photo of your face, or with previous photos of your face you have already shared. (The comparison provides a % match of the two or more photos.) We do not share this information or use it for any other purpose. We will request your prior consent to use your photographs and related information for using the facial matching technology in this manner. We retain this information only as long as we need it to provide the App and our services to you. We will delete this information when we no longer need it to provide the App or our services to you (e.g., when you stop using our App), or within three (3) years of your last interaction with us, which occurs first.

Web Logs and Online Trackers. We collect browsing activity information from all of the Nametag websites and services based on your activity on our websites and use of our services. This information is used to help us manage and improve our website and services. We use only the minimum necessary cookies to enable us to provide the websites and services and conduct basic analytics. We do not deploy tracking technologies for marketing purposes, such as web beacons or pixels. In addition, we do not use online targeted advertising, whether on our websites, our App or through third party websites or applications.

App Information. Our App generates and stores technical information including device identifiers and encryption keys. We collect and store some of this information to operate the App and services.

Unique identifiers. Each company you decide to share with also gets its own randomly-generated identifier for you. Because each company gets a different identifier, companies cannot use Nametag to cooperate with each other to get more information about you than what you've shared. We also generate a unique identifier only for our internal use, but this identifier is not shared.

End User Information. Any and all information you post to your account and/or profile is considered "End User Information," which is defined and governed by our End User License Agreement and the included Acceptable Use Policy. You retain control of your End User Information at all times; you decide what information to share – or not share – with companies and other users, and companies only have control of data that users explicitly consent to share. Nonetheless, think carefully before posting any End User Information or agreeing to share it, especially if that includes your personal information. You also are responsible for ensuring that all posting and shared End User Information is accurate and complete.

Technical Support. We want to help you use the Nametag App and we are here to talk. Contact us via email at help@nametag.co. Information you share with us when we are providing technical support will be kept for purposes of diagnosing and solving your problem and contacting you to help you. To assist with technical support, we may collect your city and country location from your IP address; however, we do not use location data for any other purpose.

Application Metadata. For participating companies that integrate with Nametag, we collect and store the name of the application, the icon you share with us, and other metadata.

Information We May Share and With Whom

With companies using Nametag. Companies use Nametag to request that you share information with them. For example, a bank would invite its customers to use Nametag to verify their customers identities and to access their account. We check to make sure that the companies are who they claim to be, and they are required to adhere to certain privacy and data handling practices. It is up to you to decide to whether you accept requests from participating companies.

You can revoke a company's access to your information at any time. When you do so, we immediately stop sharing your data and tell the company that you've revoked access. However, they may have stored

the information you've shared. As you may expect, your use of other companies' services is governed by their respective privacy policies.

Other Nametag users. The Nametag App enables “peer-to-peer” requests to confirm your or another person’s identity. If you share your information with another individual, there is no clear privacy policy that applies. Just like with companies, when you revoke access, your information disappears from the other person’s app, but of course we can’t control that person’s use of your information that they have already obtained.

Service providers. We work with designated third-party vendors to support our services. For example, we use a vendor to store and process your photos and facial information for our identify service, and a vendor to send text messages to our users. In the course of verifying your phone number or email address, our vendor will have access to your phone number or email address. That being said, we encrypt everything and everywhere we can: when we store it and when we move it between the parts of the system that comprise Nametag, it is always encrypted. In addition, we may deploy Google Analytics cookies to learn how a website is used. All our service providers are required to protect your information and not disclose it to others unless we have authorized them to do so.

Legal Purposes and Official Demands. If we receive a legal or official demand from a government or court (e.g., a subpoena or court order), we may be required to share your data. We will try to let you know about the request before we comply so you can object. But keep in mind that we may not be allowed to let you know of the demand, or we may be required to comply with the demand before you have time to respond. We will carefully scrutinize each demand before we comply in an effort to protect your legal rights and comply with our obligations to the extent legally permissible. We may share your personal information to enforce our EULA and any other agreement, terms and conditions relating to your use of the App and services. We also may share information as needed to ensure the safety and security of our App and services, and our users, and to detect, prevent, or otherwise address fraud, security, or technical issues

Business transfers. We may share your personal information to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our users are among the assets transferred.

Your Access, Choices and Other Rights

You control your information that you provide to us. You have the right to request from us a copy of what personal information that we have collected or to ask to correct or update the information we maintain. Our full App includes a “Delete my Data” option (My Vault > Settings > Delete my Data) that enables you to delete your account information (including User Content and any personal information).

Retention of Personal Information. We will retain your photos and other personal information only as long as we need this information to provide the App and our services to you. We will delete this

information when we no longer need it to provide the App or our services to you (e.g., when you stop using our App), or within three (3) years of your last interaction with us, which occurs first.

We may send you in-App notifications, text messages, or email (if you give us your phone number or email) about your use of our App and services. If we want to send you any messages about any new products or services that may be of interest to you, we will first ask for your permission.

Google provides website visitors the ability to prevent their data from being used by Google Analytics. To opt out of Google Analytics, install the [Google Analytics Opt-out Browser Add-on](#).

Users in certain States may have other rights over their personal information. We will honor these rights as applicable.

We currently do not honor browser-based “Do Not Track” signals.

Users in California

For users in California, please click on [this link](#) for further information, including how to submit “Requests to Know” or “Requests to Delete” in accordance with the California Consumer Privacy Act.

Users in Europe

We have appointed Prighter Group and its local partners as our privacy representatives and your point of contact for privacy-related requests in accordance with the General Data Protection Regulation (GDPR). Please visit <https://prighter.com/q/11923048432>.

Security

Data security is at the heart of all we do. All the data you share with us is encrypted, both at-rest and in transit. We use advanced encryption and up to date security practices to protect the data you share, and we are audited to maintain industry standard certifications. Where required by law or otherwise necessary, we will apply enhanced security measures to sensitive or special categories of personal information.

Children

You must be 16 years old or older to use our websites, App and services. If we become aware that we have inadvertently collected information about children younger than 16, please notify us and we will delete it right away.

Contact Us

We love talking about privacy, so if you have any questions about how we handle user data and personal information, feel free to contact us at privacy@nametag.co.

Or if letters are more your thing, write us at:

Nametag Inc.
520 East Denny Way
Seattle, WA 98122