



PRIVACY POLICY

Welcome to **Color+City**!

Overview

CUBOCC provides the application **Color+City** to the user through the web address <http://www.colorpluscity.com>

This service is provided by **CUBOCC PUBLICIDADE LTDA**, a Brazilian company which is headquartered in São Paulo, SP, Brazil.

Color+City aims to bring together artists who perform any kind of artistic intervention on public vias, and people who own spaces outside of their properties and would like to have these spaces filled with art, all as detailed in the Terms of Service.

Access to **Color+City**, and the use thereof, including content and services provided are subject to its Terms of Service and this Privacy Policy. If user does not agree or accept, without limitation or modification of such terms, he shall not use or access **Color+City**.

This service does not have any connection with Google despite using tools provided by this company, as its Terms of Use.

Information we collect

We collect the minimum information necessary to provide better services to all our users:

- **Information provided by you.**

For example, our service requires that you sign up for a Google+ account. When you open this account, you are asked for personal information, such as your name, email address, phone number, etc.

The personal information provided by each user in his own Google+ account will be utilized for the identification of each person in contact to the service **Color+City**.

- **Information that we ask based on the use you do of our service.**

We may collect information about the services you use and how you use them, like when you visit a website that uses our advertising services or when you see and interact with our ads and content. These items of information include:

- **Information of place**

When you use **Color+City** the service is able to identify your location, we may collect and process information about your actual location, such as GPS signals sent by a mobile device. Furthermore, we may use several technologies to determine location, such as sensor data from your device that may, for example, provide information on nearby points of Wi-Fi and cellular towers.

- **Local storage**

We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.

- **Cookies and anonymous identifiers**

We use several technologies to collect and store information when you visit the service **Color+City** and this may include sending one or more cookies or anonymous identifiers to your device.

How we use the information we collect

The information collected by us during the use of **Color+City** may be applied not only to maintain and improve these services, but also to protect **Color+City** and our users.

We may use the name that you provide in your Google+ Profile in all services we offer, which require a Google+ account.

We use the information collected from cookies and other technologies to improve the user's experience and the overall quality of our services.

You may set your browser to block all cookies, including cookies associated with our services, or to indicate when a cookie is being set by us.

Information that you share

Many of our services allow you to share information with other people. Remember that when you share information publicly, they may be indexed by search engines. Our services offer you several options for sharing and removing your content.

Information we share

We do not share personal information with companies, organizations and individuals external to **Color+City**, except in the following circumstances:

- **With your consent**

We will share personal information with companies, organizations or individuals external to **Color+City** when we have your consent.

- **For legal reasons**

We will share personal information with companies, organizations or individuals external to **Color+City** if access, use, preservation or disclosure of the information is reasonably necessary to:

- Satisfy any law, regulation, legal process or governmental request.
- Satisfy the applicable Terms of Service, including investigation of potential violations.
- Detect, prevent, or otherwise address any other kind of fraud, technical or security issues.

Amendments

Our Privacy Policy may be amended from time to time. We will not reduce your rights in this Privacy Policy without your explicit consent. We will post any amendment to the privacy policy on this webpage and, if the changes are significant, we will provide a more prominent notice.