



**3DiVi Inc.**  
340 S Lemon Ave #3430  
Walnut, CA 91789  
UNITED STATES  
[face.3divi.com](http://face.3divi.com)

To whom it may concern.

Regarding the usage of  
3DiVi Face Recognition application

## Privacy Policy

3DiVi Inc. (referred hereafter as “3DiVi”) its subsidiaries, authorized VADs, Partners and contributors offer applied software for personal use and business purposes developed by 3DiVi Inc. in the field of face biometry, combining the functionality of human face presence detection on photo or in video and the analysis of visually observable face characteristics.

Applications based on 3DiVi biometric technologies can include functionality for target audience analysis and advertisement campaigns analytics.

3DiVi technologies are secure by design and provide necessary level of personal data and privacy protection: 3DiVi software at all is not designed with any requirement to either store photos, record videos or transfer that data to external systems, networks, services, databases, data warehouses, clouds etc.

## Basic Principles

Basic principles of 3DiVi Face Recognition application personal data processing can be briefly described in the following way:

1. Initial facial data (face images) are being processed on the fly locally on the device. 3DiVi Face Recognition application allows user to save face images on the device storage. Locally saved data (face images) is used for further identifications by face (matching faces which are in the camera field of view with the local control list). 3DiVi does not collect and save any user’s data including face images to its own storage, server or cloud, does not record videos, and does not transfer any data to any external systems, networks, services, databases, data warehouses, clouds etc.

2. 3DiVi technologies acting as near real-time software use computer vision algorithms based on artificial intelligence and machine learning and perform:

- detection of face (face image) presence on the photo or in the video;
- face tracking between video frames until the face remains visible;
- estimation of gender-age-emotions characteristics of faces which are in the camera field of view;

All the above calculations are being performed with pure anonymized data, so the confidentiality and personal privacy are remained and guaranteed.

**Note:** 3DiVi Face Recognition application is neither video surveillance nor photo- and/or video capturing and recording system.

In case of any doubts, comments, claims or questions regarding how 3DiVi software works or behaves, please don’t hesitate to contact 3DiVi at: [info@3divi.com](mailto:info@3divi.com).

Sincerely, 3DiVi Team