

Antivirus

Antivirus for Desktop (Mac and Windows)

Official Product Name

AVG AntiVirus for Mac, AVG Internet Security for Mac, AVG Antivirus Free, AVG Internet Security

AVG Internet Security Business Edition, AVG Antivirus Business Edition, AVG File Server Business Edition, AVG Email Server Business Edition, AVG Remote Administration (collectively as “Antivirus for Desktop”)

Core Functionality

The Antivirus for Desktop provides protection against malicious software by performing key tasks, such as pinpointing specific files for the detection of malwares, scheduling automatic scans, and securing your device against malware.

What are Product’s Main Features

- **CommunityIQ** is a threat monitoring service for Windows and Mac which sends information about a threat detected in your device to our server, so we can observe how the threat spreads and block it. This is vital for the functioning of our Antivirus and our ability to keep your device secure.
- **CyberCapture** detects and analyses rare, suspicious files on your Windows. If you attempt to run such a file, CyberCapture locks the file from your PC and sends it to our Threat Lab where it is analysed in a safe, virtual environment. All files are uploaded over an encrypted connection, which means your data is inaccessible to hackers.
- **File Reputation** provides a real-time comparison with an up-to-date list of malware databases of executable files sourced from users of Windows who agree to participate in the service. FileRep processes files or their hashed versions to evaluate which are infectious and updating virus databases.
- **Online Security** is a browser plug-in which needs to be specifically activated which checks if the site isn’t malicious or phishing.
- **Browser Cleanup** is a module inside Antivirus for Desktop (Windows) which inspects the browser extensions of most browsers, tries to identify malicious extensions and offers to remove them. Browser Cleanup is on by default.

- **Web Shield** scans data that is transferred when you browse the internet in real-time to prevent malware from being downloaded and run on your computer. By default, Web Shield is on and configured to provide optimal protection when switched on.
- **Hack Alerts** when enabled, it searches and monitors email addresses associated with your Account for data breaches to alert you when your data has been compromised in a breach and your information is exposed on the dark web. This is done in cooperation with our partner SpyCloud which checks your credentials against its repository of stolen accounts. For further information please refer to its privacy policy [here](#).

Personal Data We Process

While using Antivirus for Desktop, we collect and process the following Service and Device Data (in addition to Account Data and Billing Data, if relevant):

Service Data	What we use it for and for how long
Identifier of the content (message) being delivered	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To monitor service functionality <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (50 months)</p> <ul style="list-style-type: none"> • To monitor messaging performance
IP address	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To detect the approximate location of malicious software. For free Antivirus, IP address is replaced at activation with city/country. For free and paid Antivirus, it is a part of malware infection file replaced in 30 days with city/country
Samples, files	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • For protection, detection, analysis, blocking, quarantining and deleting of malicious software
Detections	<p>Service Provision (36 months)</p>

	<ul style="list-style-type: none"> For protection, detection, blocking, quarantining and deleting of malicious software
URLs and referrers	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For protection, detection, blocking, quarantining and deleting of malicious software
Events and product usage	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure continuous functionality (installations, versions, updates, settings) and map how users interact with our product <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (50 months) To introduce a new feature or product based on previous experience (36 months)
Device Data	What we use it for and for how long
Internal online identifiers (GUID, Device ID)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For ensuring continuous functionality and breaking down entries in database <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (50 months)

	<ul style="list-style-type: none"> To introduce a new feature or product based on previous experience (36 months)
Information concerning computer or device	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To check for compatibility issues in automated crash dumps <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (50 months) To introduce a new feature or product based on previous experience (36 months)
Location	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To set up a proper product language version for Windows <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior based on approximate location (50 months) To introduce a new feature or product based on approximate location (36 months)
Applications - other security SW / antiviruses present	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To determine how Antivirus should behave (e.g. if it should be activated in Windows)

	Security Centre or not, whether it should run in passive or active mode)
Applications on the device	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For formulating rules of how Antivirus should behave in relation to other SW installed (e.g. exceptions in scanning, filtering, notifications, applying Do not Disturb rules) <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (up to 36 months)</p> <ul style="list-style-type: none"> To improve the users' overall experience by developing new features and products To understand/estimate market opportunity
Our other products/licenses on the device and their status	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To recognize what features should be enabled or disabled, what product should be installed or uninstalled <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem
Internet and connection / Network data / Number of devices on Network	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For security prerequisites (e.g. DNS settings check, port restrictions enabling or disabling Security status check of devices on the network) <p>In-product Messaging (6 months)</p>

	<ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To introduce a new feature or product based on previous experience
Browsers (installed, default)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For opening content in given browser <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (50 months) To introduce a new feature or product based on previous experience (36 months)

The third-party analytics tools we use for Antivirus for Desktop is [Google Analytics](#). For further information regarding our third-party analytics partner, including its privacy policy, please refer to our [Privacy Policy](#).

Antivirus for Mobile (Android)

Official Product Name

[AVG AntiVirus Free for Android](#), [AVG AntiVirus Pro for Android](#) (collectively as "Antivirus for Mobile (Android)")

Core Functionality

Antivirus for Mobile (Android) provides people with essential mobile security with added privacy and performance-boosting features. Block malware, check the safety of

installed apps, scan public Wi-Fi networks for possible security weaknesses, and locate your phone if it becomes lost or stolen — all with a single app.

What are Product's Main Features

- **Device Scan** scans your device or a specific file for malware apps and files and various types of security vulnerabilities.
- **Wi-Fi Security and Speed Check** enables you to scan your network for vulnerabilities, and tests the speed of the network.
- **Web Shield** detects and notifies you when accessing a malicious website that could represent a potential security risk for you.
- **Anti-Theft** is designed to protect your private mobile data and help you recover your device in case of loss or theft. This feature is off by default. When you choose to turn it on, you can request location on demand from my.avast.com. Anti-Theft is designed to protect data residing on your mobile phone in the event of theft. For Anti-Theft to function, we must collect and store information about your phone and its approved users. We use this data to locate and identify your lost devices. If the phone was stolen, it may block the thief from using the device. The collected data is used to provide you the functionality. Within Anti-Theft there is a Last Known Location premium feature which is also off by default. When you activate the feature, we send more frequent location updates to the server to help you track your device's last known location.
- **App Locking** is a paid feature, which protects your sensitive apps with a PIN, pattern, or fingerprint.
- **App Insights** consists of three features: App Usage, Data Usage and App Permissions. App Insights requires your device user permission in order to work and we ask you for this permission (if not granted yet). When you grant the permission, we keep the data from your list of installed apps stored locally in your phone's database. App Usage provides information about how much time you spend using each app. App Permissions allows you to view which permissions are required by each of your installed apps. Data Usage monitors your data consumption and helps you avoid additional charges by notifying you when you approach the limit. This feature requires access to IMEI and IMSI.
- **Boost RAM** kills apps running in the background of your device.
- **Clean Junk** analyzes the space on your device and displays the amount of storage space that is being used by junk files.
- **Photo Vault** allows you to protect access to your photos with a PIN code.
- **Hack Alerts** when enabled, it searches and monitors email addresses associated with your Account for data breaches to alert you when your data has been compromised in a breach and your information is exposed on the dark web. This is done in cooperation with our partner SpyCloud which checks your credentials against its repository of stolen accounts. For further information please refer to its privacy policy [here](#).

Personal Data We Process

While using Antivirus for Mobile (Android), we collect and process the following Service and Device Data (in addition to Account Data and Billing Data, if relevant):

Service Data	What we use it for and for how long
Identifier of the content (message) being delivered	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To monitor service functionality <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (50 months)</p> <ul style="list-style-type: none"> To monitor messaging performance
IP address	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To detect the approximate location of malicious software. For free Antivirus, IP address is replaced at activation with city/country. For free and paid Antivirus, it is a part of malware infection file replaced in 30 days with city/country
Samples, files	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For the functionality of malware scanning and analysis
Detections	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For the functionality of malware scanning
Information concerning URLs of websites visited (malicious and non-malicious) and referrers (previous page with link to malware-hosting site)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For Web Shield feature's detection of malicious websites
Events and product usage	<p>Service Provision (36 months)</p>

	<ul style="list-style-type: none"> To ensure continuous functionality (installations, versions, updates, settings) and map how users interact with our product <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem Contextual promotional messaging <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior and users' acquisition (50 months) To improve the user's overall experience by developing new features and products (36 months)
<p>User's email address associated with your Account</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To search for your credentials in data breaches. To send a requested report to you on whether or not their credentials have leaked. <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To improve the user's overall experience
<p>Device Data</p>	<p>What we use it for and for how long</p>
<p>Online identifiers (GUID, Device ID (Android ID), Advertising ID)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure functionalities of the product and its features <p>In-product Messaging (24 months)</p>

	<ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (50 months) To recognize reinstalls of the app on the same device (36 months) <p>Third-party Ads (not stored after provision)</p> <ul style="list-style-type: none"> We process Advertising ID only for IronSource which allows it to place advertisements
<p>Information concerning computer or device (carrier, OS version, OS build number, Hardware ID, device model, device brand, device manufacturer, device API level)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure functionalities of the product and its features <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (50 months) To improve the user's overall experience by developing new features and products (36 months)
<p>Location (city/country, longitude and latitude)</p>	<p>Service Provision (36 months)</p>

	<ul style="list-style-type: none"> • For Anti-Theft functionality to locate a lost phone or track its locations per users request • Delivering geo-specific changes to app's configuration (both local or remote) <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand users' behavior based on approximate location (50 months) • To introduce a new feature or product based on approximate location (36 months)
IMSI	<p>Service Provision (accessed only locally)</p> <ul style="list-style-type: none"> • For App Insights's feature Data Usage to provide data consumption of installed apps based on IMSI
Applications	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To define rules how Antivirus should behave <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem

Internet and connection	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • For security prerequisites <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand users' behavior (50 months) • To introduce a new feature or product based on previous experience (36 months)
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These are the third-party analytics tools we use for Antivirus for Mobile (Android):

- Google Analytics
- Google Firebase and Crashlytics Analytics for Android
- AppsFlyer

For further information regarding our third-party analytics partners, including their privacy policies, please refer to our [Privacy Policy](#).

The free version of Antivirus for Mobile (Android) serves relevant third-party advertisements. These are the advertising partners we use for this product:

- Google AdMob
- Amazon
- Facebook Audience Network
- InMobi
- AppLovin
- Unity Technologies
- IronSource

For further information regarding our third-party ads partners, including their privacy policies, please refer to our [Consent Policy](#).

Antivirus for Mobile (iOS)

Official Product Name

AVG Mobile Security

Core Functionality

AVG Mobile Security (hereinafter as “Antivirus for Mobile (iOS)”) provides protection for your passwords, photos and Wi-Fi. The product consists of several free and paid features, such as Identity Protection and Secure Browsing, which are described in detail below.

What are Product’s Features

- **Identity Protection** immediately receives a notification if any of your passwords are found leaked online to keep your identity safe. By choice, users can enter an email address and get back feedback on whether or not their credentials have leaked. The functionality also stores email addresses with respect to which no leak was detected to notify users if we learn that their credentials leaked at a later date.
- **Photo Vault** locks your photos in an encrypted vault and secure them with a PIN, Touch ID, or Face ID so that only you have access to them.
- **Wi-Fi Security** automatically scans Wi-Fi networks for vulnerabilities to verify that the network you’re connected to is safe. Receive alerts if any risk is detected.
- **Secure Browsing** (available only for paid version) protects your privacy by making sure no one can spy on what you’re doing online with Secure Browsing VPN feature.

Personal Data We Process

While using Antivirus for Mobile (iOS), we collect and process the following Service and Device Data (in addition to Account Data and Billing Data, if relevant):

Service Data	What we use it for and for how long
Timestamps of your connections for Secure Browsing	Service Provision (36 months) <ul style="list-style-type: none">• To manage the number of concurrent active connections, and handle abuse

	<p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To improve the user's overall experience
The subnet of your originating IP address for Secure Browsing	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To plan for increased network demand and capacity
IP address of the VPN server you're using for Secure Browsing	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To troubleshoot our service and plan for new network capacity
Amount of data transmitted for Secure Browsing e.g. 5GB up or down	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To plan for new network capacity and server improvements <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To improve the user's overall experience
User's email for Identity Protection	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To send a requested report to you on whether or not their credentials have leaked <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To improve the user's overall experience
Events and product usage (app metadata, number of identity protection checks, number and result of Wi-Fi scans, error logs and screen flow)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure continuous functionality (installations, versions, updates, settings)

	<p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To understand the user's behavior (14 months) • To improve the user's overall experience (36 months)
Device Data	What we use it for and for how long
OS Version e.g. iOS 13.1	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • For user support and troubleshooting <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To understand the user's behavior and product development planning (14 months) • To improve the user's overall experience (36 months)
Mobile Security for iOS version e.g. Mobile Security for iOS version 1.2.2	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • For user support and troubleshooting <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To understand the user's behavior and product development planning (14 months) • To improve the user's overall experience (36 months)

These are the third-party analytics tools we use for Antivirus for Mobile (iOS):

- Google Firebase Analytics and Crashlytics for iOS
- AppsFlyer

For further information regarding our third-party analytics partners, including their privacy policies, please refer to our [Privacy Policy](#).

AntiTrack

Official Product Name

AVG AntiTrack for Windows, AVG AntiTrack for Mac, AVG AntiTrack for Android (collectively as "AntiTrack")

Core Functionality

As you browse the web, profiles of your behavior are compiled and linked to you via cookies and fingerprint-based tracking technologies. This data is then shared and sold by analytics and ad-tech firms. AntiTrack removes cookies and masks the device's "fingerprint" to prevent third-parties from identifying you and following your behavior across the web.

What are Product's Features

- **AntiFingerprinting** stops scripts from fingerprinting the user's device and tracking their browsing behavior across the web. In particular, this feature relies on processing of browser version, hardware data, OS version, OS locale and AntiTrack version.
- **Privacy Score** provides the user with an evaluation of how private they are based on various in-app configurations. In particular, this feature relies on processing of browser version, hardware data, OS version, OS locale, AntiTrack version, In-app settings (such as features that are turned on/off).
- **Clears your browsing history and cookies** helps the user manage their browsing history and cookies by allowing them to manually clear them or schedule automatic clearing at their discretion. In particular, this feature relies on processing of browser version, hardware data, OS version, OS locale, AntiTrack version, In-app settings (such as features that are turned on or off).

Personal Data We Process

We process only the following Service and Device Data (in addition to Billing Data for paid version or Account Data if necessary):

Service Data	What we use it for and for how long
Usage Frequency	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> • We collect usage frequency data, such as the amount you use the application, for feature enhancement, customer support and product maintenance

Number of Application Launches	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> • For product maintenance and customer support
License Key	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> • We send back the license key through the application for regulating access to the product, providing customer support, and administering product updates
Device Data	What we use it for and for how long
OS Version	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> • For user support, troubleshooting, and product development planning <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • When developing new features, we adjust the scope of the feature based upon the requirements and the functionality of certain operating systems (48 months) • To better understand how users' interact with certain aspects (50 months)
OS Locale	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> • To segment updates by location <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • In some cases we might not roll out a new feature or product to every demographic, in such a case we may use OS locale to segment this (48 months)

	<ul style="list-style-type: none"> To better understand how users' interact with certain aspects (50 months)
AntiTrack version	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> For user support, troubleshooting, and product development planning <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (50 months)</p> <ul style="list-style-type: none"> To better understand how users' interact with certain aspects
Install Date or Time	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> For license management <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (48 months)</p> <ul style="list-style-type: none"> To know when to market new features and or products
Crash Incidents	<p>Service Provision (the earlier lifetime of the account and 6 years)</p> <ul style="list-style-type: none"> To ensure continuous functionality
Hardware Data (device model, RAM, GPU, CPU)	<p>Service Provision (the earlier lifetime of the account and 6 years)</p>

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|--|---|
| | <ul style="list-style-type: none">• To install the product, provide application updates, customer support and make user experience improvements |
|--|---|

The third-party analytics tools we use for AntiTrack is [Google Analytics](#). For further information regarding our third-party analytics partner, including its privacy policy, please refer to our [Privacy Policy](#).

Alarm Clock

Official Product Name

[Alarm Clock Xtreme](#)

Core Functionality

Alarm Clock provides an alarm clock for Android devices, using built in system features users can schedule alarms and customize their behavior in many ways.

What are Product's Features

- **Alarm Clock** schedules a one time alarm or repeated alarms, customize sound and other behavior while alarms go off and set many other parameters. This feature does not require any special permission, except when a user wants to use a local sound file for their alarms, the app asks to access device storage.
- **Timer** schedules timers that would go off after desired time is passed. On the technical level timers are just different method of scheduling alarms
- **Reminders** are a different method of scheduling alarms tailored towards use cases when one needs to remind themselves about something. Unlike regular alarms, reminders can be set with a specific date in the future and the way they go off is more subtle than alarms that are designed to wake users up.
- **Stopwatch** can measure elapsed time. Stopwatch does not need any special permission to function.
- **My Day** is a feature that can be optionally brought to the foreground after an alarm is dismissed. My Day is designed to provide useful information to users in the morning. My Day shows weather forecasts and it can be optionally more precise if the user provides permission to determine location from device. My

Day also optionally provides information about upcoming events if users agree to access their device calendar.

Personal Data We Process

While using Alarm Clock, we collect and process the following Service and Device Data (in addition to Billing Data for paid version):

Service Data	What we use it for and for how long
Identifier of the content (message) being delivered	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To monitor service functionality <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (14 months)</p> <ul style="list-style-type: none"> To monitor messaging performance
IP address	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> Replaced with city/country for delivering geo-specific changes to app's configuration (both local or remote) <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (14 months)</p> <ul style="list-style-type: none"> To monitor messaging performance
Events and product usage	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure continuous functionality (installations, versions, updates, settings) and map how users interact with our product <p>In-product Messaging (24 months)</p>

	<ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior and users' acquisition (14 months) To consider roadmap for type of features and products we want to develop in future (36 months)
Device Data	What we use it for and for how long
<p>Online identifiers (GUID, Device ID (Android ID), Hardware ID, Profile ID, Advertising ID)</p>	<p>Service Provision (up to 36 months)</p> <ul style="list-style-type: none"> To identify correct installation <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (14 months) To recognize reinstalls of the app on the same device (36 months) <p>Third-party Ads (not stored after provision)</p> <ul style="list-style-type: none"> We process Advertising ID which allows ad placement
<p>Information concerning computer or device (carrier, OS version, OS build number, hardware ID, device model, device brand, device manufacturer, device API level)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure functionalities of the product and its features. For example to inform users about

	<p>settings that make alarm scheduling more reliable on specific devices.</p> <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (14 months) To determine whether a new feature or product should be developed for subset of users (36 months)
<p>Location (city/country, longitude and latitude)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> Delivering geo-specific changes to app's configuration (both local or remote) Related to My Day feature which can show weather forecasts <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior based on approximate location (14 months) To introduce a new feature or product based on approximate location (36 months)
<p>Calendar Events</p>	<p>Service provision (36 months)</p>

	<ul style="list-style-type: none"> To provide an overview of upcoming events on My Day Screen. Specific content of users calendar is only processed locally on user device and never stored anywhere. <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (14 months)</p> <ul style="list-style-type: none"> To better understand users' behavior
Internet and connection	<p>Service provision (36 months)</p> <ul style="list-style-type: none"> For functionality of our features, providing error messaging <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (14 months) To introduce a new feature or product based on previous experience (36 months)

These are the third-party analytics tools we use for Cleaner for Android:

- Google Firebase Analytics and Crashlytics for Android
- AppsFlyer

For further information regarding our third-party analytics partners, including their privacy policies, please refer to our [Privacy Policy](#).
The ad-supported version of Alarm Clock serves relevant third-party advertisements. These are the advertising partners we use for this product:

- Google AdMob
- Facebook Audience Network
- InMobi

For further information regarding our third-party ads partners, including their privacy policies, please refer to our [Consent Policy](#).

Battery Saver

Official Product Name

[AVG Battery Saver for Windows](#)

Core Functionality

Battery Saver is a tool designed to extend the battery life of your PC by reducing internal and external power demands.

What are Product's Features

- **Battery Saver (profiles)** creates a power plan profile to apply the predefined set of various settings which shall reduce the amount of power consumed by the PC.

Personal Data We Process

While using Battery Saver, we collect and process the following Service and Device Data (in addition to Billing Data or Account Data if relevant):

Service Data	What we use it for and for how long
Events and product usage	Service Provision (up to 12 months) <ul style="list-style-type: none">• To monitor service functionality

	<p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (12 months) To improve users' overall experience by developing new features or products (up to 12 months)
Device Data	What we use it for and for how long
Internal online identifiers (GUID, MIDEX, UUID)	<p>Service Provision (up to 12 months)</p> <ul style="list-style-type: none"> To monitor service functionality <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem
Information concerning device (platform, computer type, vendor, model, brightness, wifi_status, bluetooth_status, battery, capacity, state, lifetime, critical bias, cycle count, voltage, granularity, manufacturer date)	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> To check for compatibility issues in automated crash dumps <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem

	<p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> • To better understand users' behavior • To introduce a new feature or product based on previous experience
<p>Location (country, region, city, latitude, longitude, internet service provider, internet autonomous system)</p>	<p>Service Provision (up to 12 months)</p> <ul style="list-style-type: none"> • To set up a proper product language version for Windows <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> • To better understand users' behavior based on approximate location • To introduce a new feature or product based on approximate location
<p>Other Avast products/licenses on the device and their status</p>	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> • To recognize what features should be enabled or disabled, what product should be installed or uninstalled

	<p>In-product Messaging (12 months)</p> <ul style="list-style-type: none">• To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem
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The third-party analytics tool we use for Battery Saver is Google Analytics. For further information regarding our third-party analytics partner, including its privacy policy, please refer to our [Privacy Policy](#).

BreachGuard

Official Product Name

BreachGuard

Core Functionality

Our goal is to enable people to take back their privacy online. Remediate past breaches and minimise the risk of abuse of their data in the future. We aim to provide convenient solutions for everyday life online without sacrificing privacy.

1. Enabling users to discover and fix online privacy threats.
2. Prevent data collection by companies and data brokers.
3. Educating users about privacy and security online.

What are Product's Features

- **Risk Monitor** is 24/7 dark web monitoring for leaked personal information. BreachGuard leverages the most comprehensive database of the dark web – it detects whether users have been compromised in a breach and their information is exposed on the dark web. If we identify new breaches we alert you based on the email address you submitted. This is done in cooperation with our partner SpyCloud which checks your credentials against its repository of stolen accounts. For further information please refer to its privacy policy [here](#). The feature also

has the capability, if you consent, to scan your browser for weak, reused or breached passwords and provides instructions to fix these passwords.

- **Personal info remover** submits opt-out requests to data brokers in North America. This feature processes names (first name, middle name, last name), address (street, city, country, state, zip code), phone number, email and Date of Birth (DOB). The reason for this is that data broker opt-out forms require some of, if not all of the information to submit a valid opt-out request and verify that you are in fact in their database. As a result, we collect this basic information from you to submit the opt-out requests on your behalf.
- **Privacy Advisor** provides updates and guidance related to online privacy, including but not limited to: recent data breaches and guides to optimize your privacy for social media sites and other common services. If you opt-in, this functionality will process your bookmarks and browsing history to improve the quality of content so we can distinguish guides which are relevant to you (we are not processing full urls but we need only the domain name).

Personal Data We Process

While using BreachGuard service, we collect and process data about you and your device in the following situations:

Service Data	What we use it for and for how long
Names (first name, middle name, last name), address (street, city, country, state, zip code), phone number, email and date of birth	Service Provision (6 months) <ul style="list-style-type: none">• To send data opt-out requests on your behalf
Browsing history and bookmarks (only domain name)	Service Provision (6 months) <ul style="list-style-type: none">• To display relevant privacy guides Product and Business Improvement (6 months) <ul style="list-style-type: none">• For development of new features or products
Browser credentials (website, username, password)	Service Provision (6 months) <ul style="list-style-type: none">• To scan your browser for weak, reused or breached passwords

	and provide instructions how to fix
Events and product usage (app metadata, page views, clicks, installs, Number of Application Launches, updates, error logs and screen flow)	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> To improve user experience and application performance <p>Product and Business Improvement (39 months)</p> <ul style="list-style-type: none"> For development of new features or products
Device Data	What we use it for and for how long
OS Version, BreachGuard Application Version, Activation Key e.g. Windows 10, BreachGuard v1.2.0	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> For users' support and troubleshooting <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (39 months)</p> <ul style="list-style-type: none"> For development of new features or products To understand the users' behavior and product development planning
OS Locale	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> For users' support and troubleshooting as well as rendering the data broker removal service <p>Product and Business Improvement (39 months)</p>

	<ul style="list-style-type: none"> For development of new features or products
Hardware Data e.g. Device Model (e.g. Windows 10 (13-inch 2017), RAM (Random Access Memory), GPU (Graphical Processing Unit), and Central Processing Unit (CPU)	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> For users' support and troubleshooting <p>Product and Business Improvement (39 months)</p> <ul style="list-style-type: none"> For development of new features or products

Cleaner

Official Product Name

AVG Cleaner for Android ("Cleaner for Android")

Core Functionality

Cleaner for Android detects and removes unnecessary files to free up storage space. Equally, it can stop running processes to optimize device performance.

What are Product's Features

- **App Overview** allows to browse installed and pre-installed applications, provides functionality to uninstall or stop. In particular, this feature relies on processing device provided stats about other apps. These stats are processed locally (on device) in order to provide the service.
- **Media Overview** provides an overview of files broken down by type (eg images, audio files, video). This feature does not need any specific data processing outside of operations made locally (on device).
- **Battery Saver** allows you to select conditions where desired actions (system settings changes) should be applied by this product. For example one can automatically decrease screen brightness when at home. Location based

condition require permission to get location data, however these data are never transmitted from the device and all are processed locally.

- **Cloud Transfers** allows you to backup their files to an external cloud storage. We are using Google Drive and Dropbox APIs to do so, e.g. you can login using their Google or Dropbox credentials to establish such connections. Note credentials are not visible to us.

Personal Data We Process

While using Cleaner for Android, we collect and process the following Service and Device Data (in addition to Billing Data for paid version):

Service Data	What we use it for and for how long
Identifier of the content (message) being delivered	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To monitor service functionality <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (14 months)</p> <ul style="list-style-type: none"> • To monitor messaging performance
IP address	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • Replaced with city/country for delivering geo-specific changes to app’s configuration (both local or remote) <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To monitor messaging performance (14 months)
Events and product usage	<p>Service Provision (36 months)</p>

	<ul style="list-style-type: none"> To ensure continuous functionality (installations, versions, updates, settings) and map how users interact with our product <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior and users' acquisition (14 months) To consider roadmap for type of features and products we want to develop in future (36 months)
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Device Data	What we use it for and for how long
<p>Online identifiers (GUID, Device ID (Android ID), Hardware ID, Profile ID, Advertising ID)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For counting users, ensuring functionality and stability <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (14 months) To recognize reinstalls of the app on the same device (39 months) <p>Third-party Ads (not stored after provision)</p> <ul style="list-style-type: none"> We process Advertising ID only for IronSource which allows it to place advertisements

<p>Information concerning computer or device (carrier, OS version, OS build number, hardware ID, device model, device brand, device manufacturer, device API level)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To ensure functionalities of the product and its features <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (14 months) To determine whether a new feature or product should be developed for subset of users (36 months)
<p>Location (city/country, longitude and latitude)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> Delivering geo-specific changes to app's configuration (both local or remote) Related to Battery Profile feature, as users can set being in a certain location as a trigger to automatically launch a Battery saving profile. <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior based on approximate location (14 months) To introduce a new feature or product based on approximate location (36 months)

<p>Applications</p>	<p>Service provision (36 months)</p> <ul style="list-style-type: none"> To provide insights, such as usage stats to help identify unused apps (storage cleaning opportunity), drain impact (battery, data) to help identify apps that have significant effect on device resources, or notification stats to help identify “noisy” apps which can be “muted” by links to system settings <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (14 months)</p> <ul style="list-style-type: none"> To better understand users’ behavior
<p>Internet and connection</p>	<p>Service provision (36 months)</p> <ul style="list-style-type: none"> For functionality of our features, providing error messaging <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users’ behavior (14 months) To introduce a new feature or product based on previous experience (36 months)

These are the third-party analytics tools we use for Cleaner for Android:

- Google Firebase Analytics and Crashlytics for Android
- AppsFlyer

For further information regarding our third-party analytics partners, including their privacy policies, please refer to our [Privacy Policy](#).
The free version of Cleaner for Android serves relevant third-party advertisements. These are the advertising partners we use for this product:

- Google AdMob
- Amazon
- Facebook Audience Network
- InMobi
- AppLovin
- Unity Technologies
- IronSource

For further information regarding our third-party ads partners, including their privacy policies, please refer to our [Consent Policy](#).

Driver Updater

Official Product Name

[AVG Driver Updater](#)

Core Functionality

Driver Updater provides scan and potential update or fix of outdated drivers on a users' PC to optimize it for better performance and avoid potential crashes or malfunctions.

Personal Data We Process

While using our Driver Updater services, we collect and process data about you in the following situations:

Service Data	What we use it for and for how long
Identifier of the content (message) being delivered	Service Provision (12 months) <ul style="list-style-type: none">• To monitor service functionality In-product Messaging (126 months)

	<ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> To monitor messaging performance
Events and product usage	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> To ensure continuous functionality (installations, versions, updates, settings) and map how users interact with our product <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> To better understand our users' behavior To introduce a new feature or product based on previous experience
Device Data	What we use it for and for how long
Online identifiers (GUID, MIDEX, UUID, Device ID)	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> For ensuring continuous functionality and breaking down entries in database <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p>

	<ul style="list-style-type: none"> • To better understand our users' behavior • To introduce a new feature or product based on previous experience
<p>Information concerning device (type, vendor, model, manufacturer, version)</p>	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> • To check for compatibility issues in automated crash dumps <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> • To better understand users' behavior • To introduce a new feature or product based on previous experience
<p>Information concerning drivers (driver version, updated date, name, matching device id, driver rank, driver flags)</p>	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> • To monitor service functionality <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> • To better understand our users' behavior

	<ul style="list-style-type: none"> To introduce a new feature or product based on previous experience
Location (country, region, city, latitude, longitude, internet service provider, internet autonomous system)	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> To set up a proper product language version for Windows <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p> <ul style="list-style-type: none"> To better understand users' behavior based on approximate location To introduce a new feature or product based on approximate location
Other Avast products/licenses on the device and their status	<p>Service Provision (12 months)</p> <ul style="list-style-type: none"> To recognize what features should be enabled or disabled, what product should be installed or uninstalled <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem

The third-party analytics tools we use for Driver Updater for Desktop is Google Analytics. For further information regarding our third-party analytics partner, including its privacy policy, please refer to our [Privacy Policy](#).

Management Console

Official Product Name

AVG Cloud Management Console

Core Functionality

The management console makes it easy to deploy various protection services to multiple devices, manage all devices from one place, mix and match device types, schedule regular scans, and quickly add more devices.

Please note that through this Business Management Console certain settings related to privacy are managed by and information from managed devices is accessible to the administrator of the console. You, as a user, are informed about the role of the administrator during the installation. Businesses are responsible for informing you about this fact and instructing administrators about best practices to ensure users' privacy.

What are Product's Features

- **Monitor Device Security** uses the console to monitor the health of all managed devices from one place, reviews the number of blocked threats, schedules regular scans, and more.
- **Management Dashboard** activates devices, adds devices to groups, configures antivirus settings, and views blocked threats from an easy-to-read dashboard.
- **Master Agent** selects a device as the Local Update Server where all updates can be downloaded and saves bandwidth by scheduling and distributing updates to all endpoints in your network when it's convenient.
- **Tasks** sets up security tasks for all managed endpoints, such as scans, messages, updates, and shutdowns to ensure optimal security for the entire network.
- **Updates** remotely downloads and distributes virus and program updates to all devices from one console to save time and bandwidth.
- **Notifications** receives instant email notifications on any security threats or network issues that need your attention, including outdated antivirus applications, extended device inactivity, and additional device update.
- **Reporting** views detailed reports that include blocked threats, task lists, and protected devices, making it simple to improve security and customize protection.
- **Subscriptions Overview** lists all valid subscriptions and licenses.

Personal Data We Process

We process only the following Data in addition to Account Data and Billing Data for paid versions of the products you purchased:

Device Data	What we use it for
Internal online identifiers (Device ID)	<p>Service Provision</p> <ul style="list-style-type: none"> • For ensuring continuous functionality and breaking down entries in database <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand our users' behavior • To introduce a new feature or product based on previous experience
Information concerning computer or device	<p>Service Provision</p> <ul style="list-style-type: none"> • To check for compatibility issues in automated crash and agent log dumps <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand users' behavior • To introduce a new feature or product based on previous experience
Location, IP and MAC addresses	<p>Service Provision</p> <ul style="list-style-type: none"> • For admins to have a possibility to localize their devices
Device status (last connection to Avast)	<p>Service Provision</p> <ul style="list-style-type: none"> • For admins to see which devices were active and when and determine the risk profile
Location	<p>Service Provision</p> <ul style="list-style-type: none"> • To set up a proper product language version <p>In-product Messaging</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p>

	<ul style="list-style-type: none"> • To better understand users' behavior based on approximate location • To introduce a new feature or product based on approximate location
Language	<p>Service Provision</p> <ul style="list-style-type: none"> • To set the right language settings <p>In-product Messaging</p> <ul style="list-style-type: none"> • To send campaigns localized based on users' language
Service Data	What we use it for
Identifier of the content (message) being delivered	<p>Service Provision</p> <ul style="list-style-type: none"> • For ensuring continuous functionality of notifications
Detections	<p>Service Provision</p> <ul style="list-style-type: none"> • For administrators to review and analyze what threats were detected in the network
Applications	<p>Service Provision</p> <ul style="list-style-type: none"> • To determine which application needs to be updated
Other Avast products/licenses on the device and their status	<p>Service Provision</p> <ul style="list-style-type: none"> • For administrators to have an overview of running services and expiration dates
Internet and connection / Network data / Number of devices on Network	<p>Service Provision</p> <ul style="list-style-type: none"> • For security prerequisites (e.g. DNS settings check, port restrictions enabling or remote deployment) <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To introduce a new feature or product based on previous experience

Events and product usage	<p>Service Provision</p> <ul style="list-style-type: none"> To provide reporting capability for admins and to ensure continuous functionality (installations, versions, updates, settings) and map how users interact with our product <p>In-product Messaging</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior To introduce a new feature or product based on previous experience
Admin and User Data	What we use it for
Name, surname, email address	<p>Service provision</p> <ul style="list-style-type: none"> To provide access and services, possibility to send reports or notifications about security events or product updates
User access rights	<p>Service provision</p> <ul style="list-style-type: none"> To provide access to the product
Company Data	What we use it for
Name and contact information	<p>Service Provision</p> <ul style="list-style-type: none"> To provide support and to contact the company when needed
Business type	<p>Service Provision</p> <ul style="list-style-type: none"> To offer the right solution based on the type of the company

We will process the above mentioned data only as long as necessary for the described purposes. We use rolling deletion periods which means we regularly delete collected data in the given periods starting from the collection of that respective data.

The third-party analytics tools we use for Business Management Console is Google Analytics. For further information regarding our third-party analytics partner, including its privacy policy, please refer to our [Privacy Policy](#).

Online Security

Official Product Name

AVG Online Security

Core Functionality

Online Security is a browser extension (or plug-in) available for Chrome, Firefox, Edge and Safari. Whenever you visit a website we check if the site isn't malicious or phishing. We are able to provide you with this functionality by processing URLs.

What are Product's Features

- **Antivirus** checks the links in search results so the user knows if the page is trying to spread malware.
- **Anti-phishing** identifies and blocks phishing sites trying to steal your data.
- **Anti-tracking** blocks annoying tracking cookies that collect data on your browsing activities.
- **Reputation Rating** allows users to rate websites. Participation is voluntary.
- **Marking Search Results** shows if the site is safe or not even before the user visits it.
- **Advertising Data Collection** opts out from ads based on user personal interests. By opting out of interest-based advertising it means the company or companies from which you opt out will no longer show ads that have been tailored to your interests.

Personal Data We Process

While using Online Security, we process the following Service and Device Data:

Service Data	What we use it for and for how long
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URL	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> To check if URLs and the preceding referral domains or URLs (as applicable) are malicious or not to identify its source for threat analysis
User's feedback (ratings, comments)	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> To tell whether the site rating and classification you received are relevant and up-to-date <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To improve the product or its feature based on the user's feedback
Usage data (open extension, rated site, disabled trackers, change settings, site blocked)	<p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> To measure user's behavior in UI and how user interacts with the extension
Device Data	What we use it for and for how long
Internal extension identifier (GUID)	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> To distinguish unique malware hits and evaluate it in our systems <p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> To measure product telemetry and calculate statistics
Information on computer or device (browser, OS)	<p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> To obtain usage statistics
Extension information (installation source and time, version and campaign ID)	<p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> To obtain usage statistics, evaluate our messages and perform feature A/B testing
Location / Country	<p>Service Provision (24 months)</p>

	<ul style="list-style-type: none"> To detect country specific malware campaigns <p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> To measure product telemetry and calculate statistics
Language	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> To make sure we communicate in right language <p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> To measure product telemetry and calculate statistics
Antivirus Status	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> To being able to turn on Bank Mode which works only when Antivirus is installed and offers to user to open page in a safe sandbox environment on sensitive sites (banking)

Online Security does not process Account or Billing Data.

SafePrice

Official Product Name

AVG SafePrice

Core Functionality

SafePrice is a browser extension available for Chrome, Firefox, Edge and Safari. Whenever you visit an online shop or product site, SafePrice will show relevant price comparison and discount coupons.

What are Product's Features

- **Discount coupons** and other promotional offers are typically provided by store owners to incentivize purchases. This means that these coupons are relevant to specific domains, and sometimes specific pages only. In order to be able to offer relevant coupons, we need to check the current page URL against a list of available offers.
- **Price Comparison** looks for specific portions of the HTML code which allows it to identify basic information about the product you are shopping for – product name, SKU and current price. We then compare this information with a database of prices provided by our partners, and offer cheaper prices for the same product where available.

Information about available offers, coupons or cheaper prices is obtained from Ciuvo. We request this content based on the information obtained from the page, your language settings, country level location and search query within SafePrice. Once you click on the offer, your request will be processed by Ciuvo according to its [privacy policy](#).

Personal Data We Process

While using SafePrice, we process the following Service and Device Data:

Service Data	What we use it for and for how long
URL and referrers	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To display discount coupons and price comparison offers relevant to the website that you are visiting
Search query	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • If submitted by you, to search for relevant products and discount coupons
Product name and price	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To display price comparison offers relevant to the product that you are shopping for
User's feedback (ratings, comments)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To tell whether the offers you received are relevant and up-to-date, and collect product feedback <p>Product and Business Improvement (36 months)</p>

	<ul style="list-style-type: none"> To develop new products based on the user's feedback
Device Data	What we use it for and for how long
Internal extension identifier (GUID)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For ensuring continuous functionality and breaking down entries in database <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To measure product telemetry and calculate statistics
Information on computer or device (browser)	<p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To obtain usage statistics
Extension information (installation source and time, version and campaign ID)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To make sure our offers are relevant and product features function as expected <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> To obtain usage statistics, evaluate our marketing campaigns and perform feature A/B testing
Country	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To make sure our offers are relevant, and collect statistics on SafePrice usage by country
Language	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To make sure our offers are relevant, and collect statistics on SafePrice usage by language

SafePrice does not process Account or Billing Data.

Secure Browser

Secure Browser for Desktop

Official Product Name

AVG Secure Browser ("Secure Browser for Desktop")

Core Functionality

Secure Browser for Desktop is a product currently offered for PC Windows

What are Product's Features

- **Browser Security & Privacy Center** is built in Security & Privacy Center which is a curated collection of some key security and privacy features, tools and settings, organized into one management console making it easier for you to control and manage your online privacy and security.
- **Anti-Phishing** blocks malicious websites and downloads to help prevent your personal computer from becoming infected with viruses, spyware, and ransomware.
- **Privacy Cleaner** cleans your browser history, cached images, cookies including both first-party and third-party cookies, and other junk with just one click, to keep your activity private and free up disk space.
- **Stealth Mode** prevents your browsing history from being stored and removes any tracking cookies (both first-party cookies and third-party cookies) or web cache you pick up during that browsing session.
- **Anti-Phishing V2 (Phalanx)** blocks malicious websites and downloads to help prevent your personal computer from becoming infected with viruses, spyware, and ransomware.
- **Adblock** stops Ads being shown in your browser using publicly available so called blocking lists. AdBlock usually does not remove ads, it already prevents them from being loaded and thus also speeds up browser experience.
- **Anti-Tracking** prevents the user from being tracked across websites by avoiding tracking cookies to be created. This is done using publicly available so called blocking lists. Anti-Tracking usually does not remove the tracking cookies, instead it already prevents them from being loaded and created and thus also speeds up browser experience.

- **Anti-Fingerprinting** prevents the user from being tracked across websites using browser fingerprinting techniques. As fingerprinting itself cannot be prevented or avoided, this feature prevents being tracked by altering the digital fingerprint of the users browser or PC combination in a way that third-party sites cannot re-identify it.
- **Sync** means you can sign into the browser using your Avast ID or Google account. Your browsing data (including bookmarks, history, settings, open tabs, passwords, address, phone numbers, and payment information) will be then backed up and available across all your devices. If you sign into the browser using your Avast ID, we receive information that you sync across devices in encrypted form and we are not able to access it or read it.

If you sign into the browser using your Google Account, data will be sent and stored with Google and the sync data use will be governed by Google policies. You can view the data that is synced between AVG Secure Browser and Google by going to your Google account (sync data overview).

Personal Data We Process

By default, Secure Browser for Desktop processes locally on your system the following data:

- Browsing history information; for example Secure Browser for Desktop may store the URLs of pages that you visit, a cache of text, images and other resources from those pages. If the pre-rendering feature is turned on, a list of IP addresses linked to those pages may also be stored for some period of time;
- Name, surname, email or passwords to help you fill out forms or signs in to sites you visit;
- Permission that you have granted to websites;
- Cookies or data from websites that you visit;
- Data saved by add-ons;
- Record of what you downloaded from websites;
- Any feedback which you decide to share with us.

This data is not sent to our environment. You can manage this data within Secure Browser for Desktop under the “Advanced” section of the Settings page.

If you enable the Sync feature, we will process Sync data in our environment to ensure the sync across your devices.

In our environment we process the following Service and Device Data while using Secure Browser for Desktop:

Service Data	What we use it for and for how long
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<p>IP address</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • Replaced with country for delivering geo-specific changes to configuration (both local or remote) • For prerendering feature functionality, if activated
<p>Events and product usage</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To ensure functionality (installations, versions, updates, settings), map how users interact with the application and improve its design or flows <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand our users' behavior (up to 60 months) • Findings about product have an effect on the design or layout of the new one (36 months)
<p>User's feedback ratings</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To ensure functionality and prevent crashes based on the user's feedback <p>Product and Business Improvement (36 months)</p> <ul style="list-style-type: none"> • To improve the product or its feature based on the user's feedback

<p>User's feedback comments</p>	<p>Service Provision (1 month)</p> <ul style="list-style-type: none"> To ensure functionality and prevent crashes based on the user's feedback <p>Product and Business Improvement (1 month)</p> <ul style="list-style-type: none"> To improve the product or its feature based on the user's feedback
<p>Sync data (bookmarks, history, settings, open tabs, passwords, address, phone numbers, and payment information (name on card, card number, expiration date))</p>	<p>Service Provision (3 months)</p> <ul style="list-style-type: none"> If you enable the Sync feature to ensure the sync of browser data across devices
<p>Device Data</p>	<p>What we use it for and for how long</p>
<p>Online identifiers (GUIDs, Device IDs)</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> For ensuring continuous functionality and breaking down entries in database <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand our users' behavior (60 months) To introduce a new feature or product based on previous experience (36 months)
<p>Information concerning computer or device</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To check for compatibility issues in automated crash dumps <p>In-product Messaging (6 months)</p>

	<ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (60 months) To introduce a new feature or product based on previous experience (36 months)
Location	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> Setting up a proper product language version for Windows <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (50 months) To introduce a new feature or product based on country (36 months)
Third-party extensions installed in the browser	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To define rules of how the Browser should behave in relation to extensions installed (e.g. exceptions in scanning, filtering, notifications, whitelisting, blacklisting) <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (60 months)

	<ul style="list-style-type: none"> To introduce a new feature or product based on user engagement and preferences (36 months)
Other Avast products/licenses on the device and their status	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To recognize what features should be enabled or disabled, what product should be installed or uninstalled <p>Product and Business Improvement (60 months)</p> <ul style="list-style-type: none"> To better understand users' behavior
Browsers (installed, default)	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> To provide import functionality, improve user onboarding and product experience <p>Product and Business Improvement</p> <ul style="list-style-type: none"> To better understand users' behavior (60 months) To introduce a new feature or product based on previous experience (36 months)

The third-party analytics tools we use for Secure Browser for Desktop are:

- [Google Analytics](#)
- [Mixpanel](#)

For further information regarding our third-party analytics partners, including their privacy policies, please refer to our [Privacy Policy](#).

Secure Browser for Desktop cooperates with these search engines:

- [Google](#)
- [Yahoo](#)
- [Bing](#)
- [Seznam.cz](#)
- [Yandex.ru](#)

For further information regarding these search engines please refer to their privacy policies under the links above.

Secure Browser for Desktop serves advertisements in cooperation with:

- [Sovrn](#)
- [AdMarketplace](#)
- [Mocha](#)
- [Amazon](#)
- [Priceline](#)

For further information regarding these partners please refer to their privacy policies under the links above.

Secure Browser for Mobile

Official Product Name

[AVG Secure Browser for Android](#) and [AVG Secure Browser for iOS](#) (collectively as "Secure Browser for Mobile")

Core Functionality

Secure Browser for Mobile is a private mobile browser offered for Android and iOS users.

What are Product's Features

- **Browser Security & Privacy Center** is built in Security & Privacy Center which is a curated collection of some key security and privacy features, tools and settings, organized into one management console making it easier for you to control and manage your online privacy and security.
- **AdBlock** stops ads being shown in your browser using publicly available so called blocking lists. AdBlock usually does not remove ads, it already prevents them from being loaded and thus also speeds up browser experience.
- **Anti-Tracking** prevents the user from being tracked across websites by avoiding tracking cookies to be created. This is done using publicly available so called blocking lists. Anti-Tracking usually does not remove the tracking cookies, instead it already prevents them from being loaded and created and thus also speeds up browser experience.
- **Anti-Fingerprinting** prevents the user from being tracked across websites using browser fingerprinting techniques. As fingerprinting itself cannot be prevented or avoided, this feature prevents being tracked by altering the digital fingerprint of the users browser or PC combination in a way that third-party sites cannot re-identify it.
- **Built-in VPN** (virtual private network) creates an encrypted tunnel between your device and the internet, securing your browsing data against eavesdroppers.

- **Nuke** cleans your browser history, cached images, cookies including both first-party and third-party cookies, and other junk with just one click for a specified domain, to keep your activity on that domain private and free up disk space.
- **Remove Site Data** cleans your browser history, site cookies, and offline data with the current site with just one click, to keep your activity private and free up disk space.
- **Video Downloader** enables you to download videos from supported websites to your device.
- **Media Vault** allocates your files, including those you download during your browsing sessions, to the browser application's encrypted file system. These files are stored on your device and are accessible through the browser application.
- **Secure Mode** encrypts your DNS queries, stops ads being shown in your browser, prevents your browsing history from being stored, and removes any tracking cookies (both first-party cookies and third-party cookies) or web cache you pick up during that browsing session.
- **Secure & Private Mode** creates an encrypted tunnel between your device and the internet, encrypts your DNS queries, stops ads being shown in your browser, prevents your browsing history from being stored, and removes any tracking cookies (both first-party cookies and third-party cookies) or web cache you pick up during that browsing session.
- **PIN Protection** secures your device against real world threats from local attacks by locking access to the browser application on your device with a unique code only you know. Your PIN Code is encrypted on disk and is not stored on any servers.
- **Sync** means you can sign into the browser using your Avast ID. Your browsing data (including bookmarks, history, settings, open tabs, passwords, address, phone numbers, and payment information) will be then backed up and available across all your devices. If you sign into the browser using your Avast ID, we receive information that you sync across devices in encrypted form and we are not able to access it or read it.

Personal Data We Process

By default, Secure Browser for Mobile processes locally on your system the following data:

- Browsing history information; for example Secure Browser for Mobile may store the URLs of pages that you visit, a cache of text, bookmarks, zones, images and other resources from those pages. If the pre-rendering feature is turned on, a list of IP addresses linked to those pages may also be stored for some period of time;
- Name, surname, email or passwords to help you fill out forms or signs in to sites you visit;

- Permission that you have granted to websites;
- PIN Code you provide during login to Secure Browser for Mobile;
- Cookies or similar technologies such as pixel tags and web beacons from websites that you visit;
- Records of what you downloaded from websites when using Media Vault.

This data is not sent to our environment. You can manage this data within Secure Browser for Mobile under the "Browsing Mode Settings" and "Data Settings" section of the Security & Privacy Settings page.

If you enable the Sync feature, we will process Sync data in our environment to ensure the sync across your devices.

In our environment we process the following Service and Device Data while using Secure Browser for Mobile (in addition to Account Data):

Service Data	What we use it for and for how long
IP address	<p data-bbox="768 842 1230 873">Service Provision (per session)</p> <ul data-bbox="816 919 1341 1167" style="list-style-type: none"> • Replaced with country for delivering geo-specific changes to configuration (both local or remote) • For prerendering feature functionality, if activated
Events and product usage	<p data-bbox="768 1199 1222 1230">Service Provision (36 months)</p> <ul data-bbox="816 1276 1341 1465" style="list-style-type: none"> • To ensure functionality (installations, versions, updates, settings), map how users interact with the application and improve its design or flows <p data-bbox="768 1493 1295 1524">In-product Messaging (24 months)</p> <ul data-bbox="816 1570 1341 1717" style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p data-bbox="768 1749 1333 1780">Product and Business Improvement</p>

	<ul style="list-style-type: none"> • To better understand our users' behavior (up to 24 months) • Findings about product have an effect on the design or layout of the new one (24 months)
<p>Sync data (bookmarks, history, settings, open tabs, passwords, address, phone numbers, and payment information (name on card, card number, expiration date))</p>	<p>Service Provision (3 months)</p> <ul style="list-style-type: none"> • If you enable the Sync feature to ensure the sync of browser data across devices
<p>Device Data</p>	<p>What we use it for and for how long</p>
<p>Online identifiers (GUIDs, Device IDs)</p>	<p>Service Provision (24 months)</p> <ul style="list-style-type: none"> • To ensure functionality (installations, versions, updates, settings) and to track users subscription trials and purchases <p>In-product Messaging (24 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand our users' behavior (24 months) • To introduce a new feature or product based on previous experience (24 months)
<p>Information concerning computer or device</p>	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To check for compatibility issues in automated crash dumps <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and

	<p>to offer users a solution to the detected problem</p> <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand users' behavior (24 months) • To introduce a new feature or product based on previous experience (48 months)
Third-party extensions installed in the browser	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To define rules of how the Browser should behave in relation to extensions installed (e.g. exceptions in scanning, filtering, notifications, allow-list, deny-list) <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand users' behavior (24 months) • To introduce a new feature or product based on user engagement and preferences (24 months)
Other Avast products/licenses on the device and their status	<p>Service Provision (36 months)</p> <ul style="list-style-type: none"> • To recognize what features should be enabled or disabled, what product should be installed or uninstalled <p>Product and Business Improvement (24 months)</p> <ul style="list-style-type: none"> • To better understand users' behavior

These are the third-party analytics tools we use for Secure Browser for Mobile:

- Google Firebase Analytics and Crashlytics for Android
- Kochava

For further information regarding our third-party analytics partners, including their privacy policies, please refer to our [Privacy Policy](#).

Secure Browser for Mobile serves advertisements in cooperation with:

- [Sovrn](#)

- [AdMarketplace](#)
- [Mocha](#)
- [Amazon](#)
- [Priceline](#)

For further information regarding these partners please refer to their privacy policies under the links above.

Secure VPN

AVG Secure VPN

We are a leading provider of security and privacy tools and therefore we are deeply committed to protecting and respecting your privacy. Our [VPN Policy](#) (together with any other documents referred to in it) sets out the basis on which any data we collect from you, or that you provide to us, will be processed by us.

TuneUp

Official Product Name

[AVG TuneUp for Windows](#), [AVG TuneUp for Mac](#) (collectively as "TuneUp")

Core Functionality

TuneUp is an ultimate tune-up program which speeds up and cleans your PC (Windows and Mac), updates installed apps, and fixes other problems.

What are Product's Features

TuneUp for Windows:

- **Maintenance** scans and deletes registry items, shortcuts, system and programs temp or unnecessary files, browser caches, history and cookies.
- **Program Deactivators** scans and disables installed third-party programs which have background, startup or scheduled tasks.
- **Software, Disk or Browser Cleaner** scan and temporarily hide or uninstall third-party programs, deletes unnecessary files from disk or browser history.
- **Fix Problems** scans and fixes common Windows problems which might put PC at risk (e.g. missing Windows updates, administrative shares on public folders).

- **Disk Doctor** or **Defrag** scans for potential errors and fixes system drive or defrags your system drive.
- **Software Updater** scans and updates third-party programs and their versions installed on PC.

TuneUp for Mac:

- **Clutter Scan** scans and deletes application caches, log files, trash, downloads folder, development junk. It looks for similar data on connected external drives as well. Only data on the amount of KB and cleaned is processed.
- **Find Duplicates** scans for duplicate files in directories selected by you. Only data on the amount of KB and duplicate files found and cleaned is processed.
- **Find Photos** scans photos and evaluates their quality and similarity to help you decide which you want to keep. Only data on the amount of KB and photos found and cleaned is processed.
- **Uninstall Apps** scans and removes applications and programs for which it is necessary to process app name, size, version and last date of its usage.

Personal Data We Process

While using TuneUp, we collect and process the following Service and Device Data (in addition to Billing Data or Account Data if relevant):

Service Data	What we use it for and for how long
Events and product usage (such as product version, product language, license type, days to expiration, number of potential problems or detected junk)	<p>Service Provision (up to 12 months)</p> <ul style="list-style-type: none"> • To monitor service functionality <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement</p> <ul style="list-style-type: none"> • To better understand our users' behavior (12 months) • To improve users' overall experience by developing new features or products (up to 12 months)
Device Data	What we use it for and for how long

<p>Internal online identifiers (GUID, MIDEX, UUID, Device ID)</p>	<p>Service Provision (up to 12 months)</p> <ul style="list-style-type: none"> To identify correct installation <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem
<p>Information concerning device (platform, types of cleaning objects, objects size, app name, vendor, version, rating, certification)</p>	<p>Service Provision (up to 12 months)</p> <ul style="list-style-type: none"> To check for compatibility issues in automated crash dumps <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (up to 12 months)</p> <ul style="list-style-type: none"> To better understand users' behavior To introduce a new feature or product based on previous experience
<p>Location (country, region, city, latitude, longitude, internet service provider, internet autonomous system)</p>	<p>Service Provision (up to 12 months)</p> <ul style="list-style-type: none"> To set up a proper product language version for Windows <p>In-product Messaging (12 months)</p> <ul style="list-style-type: none"> To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (12 months)</p>

	<ul style="list-style-type: none"> • To better understand users' behavior based on approximate location • To introduce a new feature or product based on approximate location
<p>Applications (our other products, installed applications on a user's computer)</p>	<p>Service Provision (up to 36 months)</p> <ul style="list-style-type: none"> • Our other apps to know which products users already have on their computer • Third-party applications or programs installed on users' computers to improve Cleanup Sleep Mode, Software Cleanup and Software Updater functionality <p>In-product Messaging (6 months)</p> <ul style="list-style-type: none"> • To inform users of problems that will not be solved by the currently installed product and to offer users a solution to the detected problem <p>Product and Business Improvement (up to 36 months)</p> <ul style="list-style-type: none"> • To improve the users' overall experience by developing new features and products • To understand/estimate market opportunity for new products and new features

The third-party analytics tool we use for TuneUp is [Google Analytics](#). For further information regarding our third-party analytics partner, including its privacy policy, please refer to our [Privacy Policy](#).