

Privacy Statement:

Our Last Msg (Message) - or OLAM for short, is committed to keeping your data private and secure.

We intend to take care of your data as it belongs to one of our family members.

YOUR DATA IS YOUR DATA, AND IT IS NOT FOR SALE TO ANY THIRD PARTY ADVERTISING OR OTHER PURPOSES.

Even if you are NOT a Paid Subscription, we take care of you and your data with the same privacy policies we take care of our premium members,

Premium members pay us for our services and products, so we are not looking to profit from anyone's content, data, or any of the information we collect during the time you are using our services or products,

Sometimes we may use third-party services to create a better experience for you, regarding our customer services, data storage, and backup, phone line communications, etc.

When we choose our third-party providers, we ensure they have the highest standard of privacy and security in place.

While you are using our Service, we collect data and information about you to give you the best experience and technology services out there.

We understand that your data is sensitive, so we always use the most cutting-edge cybersecurity measures to ensure it will stay private and secured. We will keep working on new and improved cybersecurity as the world technology is advancing.

Keep reading to learn in detail about privacy policy.

Privacy Policy Effective Date: January 08, 2021

The Dream Architects, Inc. ("us", "we", or "our") operates the www.ourlastmsg.com website and the OLAM mobile application (hereinafter referred to as the "Service").

Definitions

Service

Service means the www.ourlastmsg.com website and the OLAM mobile application operated by The Dream Architects, Inc.

Member

If you are using our service for free or for a paid subscription and have a registered account inside the OLAM mobile platform, you are an OLAM member.

Content

We refer to "content" to everything you are uploading into our service, files, documents, images, memories, audio recordings, notes, and videos.

Personal Data

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Usage Data

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Data Controller

Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

Data Processors (or Service Providers)

Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers to process your data more effectively.

Data Subject (or member)

Data Subject is any living individual who is using our Service and is the subject of Personal Data.

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Platform

OLAM mobile application.

This page informs you of our policies regarding collecting, using, and disclosing personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meanings as our Terms of Service.

Types of Data Collected

Personal Data While using our Service, we may ask you to provide us with certain, personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally, identifiable information may include, but is not limited to:

- Email address
- First name and last name

- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data
- Personal Photo (Avatar)
- Payment information through our payment processors by the Google store and/or Apple store.

We may use your personal information to contact you with our service newsletters, our service marketing or promotional materials, announce new products and features, and other information that may be of interest to you. You may opt-out of receiving any, or all, of these communications from us by following the unsubscribe link or the instructions provided in any email we send.

Usage Data

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device ("Usage Data").

This Usage Data may include information such as your computer's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Service with a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

Location Data

We may use and store information about your location if you give us permission to do so ("Location Data"). We use this data to provide features of our Service, to improve and customize your experience using our Service.

You can enable or disable location services when you use our Service at any time by way of your device settings or inside the Heartbeat system setting.

Apps credentials via single sign-on

Our platform does support single sign-on using third party services - Apple and Google. If you use the single sign-on option, we collect and save some information to create your member profile with OLAM. We may need to collect your username, email address, profile image, telephone number, birth date, payment information, and contact preferences. We will only collect any of this information with your permission to create your member account at Our Last Msg - (OLAM) digital platform.

Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service, and we hold certain information.

Cookies are files with a small amount of data, which may include a unique anonymous identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used, such as beacons, tags, and scripts, to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

Session Cookies. We use Session Cookies to operate our Service.

Preference Cookies. We use Preference Cookies to remember your preferences and various settings.

Security Cookies. We use Security Cookies for security purposes.

Use of Data

The Dream Architects, Inc. uses the collected data for various purposes:

- To provide and maintain our Service To notify you about changes to our Service.
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support.
- To gather analysis or valuable information so that we can improve our Service.
- To monitor the usage of our Service To detect, prevent and address technical issues.
- To provide you with our Service news, special promotional offers, and general information about other goods, services, and events that we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.

If you choose to register or submit information to the Services, you agree to the use of such data in accordance with this Privacy Policy.

Legal Basis for Processing Personal Data under the General Data Protection Regulation (GDPR)

Suppose you are from the European Economic Area (EEA). In that case, The Dream Architects, Inc. legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

The Dream Architects, Inc. may process your Personal Data because:

- We need to perform a contract with you.
- You have given us permission to do so
- The processing is in our legitimate interests, and it is not overridden by your rights.
- For payment processing purposes
- To comply with the law.

Retention of Data

The Dream Architects, Inc. will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Dream Architects, Inc. will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer periods.

Transfer of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

If you are located outside the United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

The Dream Architects, Inc. will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy, and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

Business Transaction

If The Dream Architects, Inc. is involved in a merger, acquisition, or asset sale, your Personal Data may be transferred. We will provide notice before your Data is transferred and becomes subject to a different Privacy Policy.

Disclosure for Law Enforcement

Under certain circumstances, The Dream Architects, Inc. may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

Legal Requirements

The Dream Architects, Inc. may disclose your Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation.
- To protect and defend the rights or property of The Dream Architects, Inc.

- To prevent or investigate possible wrongdoing in connection with the Service.
- To protect the personal safety of users of the Service or the public.
- To protect against legal liability.

We will not disclose your information to law enforcement or other governmental authorities only if we believe it is required to comply with warrants, court orders, subpoenas, or other lawful government requests.

Security of Data

Your data's security is important to us but remember that no transmission method over the Internet or electronic storage method is yet to be proven to be 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, We cannot guarantee its absolute security. No one can.

California Consumer Privacy Act or ("CCPA")

If you are a California state resident, we need to disclose a little more privacy information on how we collect and use your data.

Personal Information being collected.

Identifiers such as your first name, last name, email address, IP address, unique device identifiers, or other online identifiers; Commercial information such as your payment method and related information if you purchase a subscription; Internet or additional electronic network activity information, including connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number, and IP address; Interaction with our software or apps such as usage data, type and version of operating system, hardware version, device settings, software types, battery and signal strength, screen resolution, device manufacturer and model, language, and Internet browser type and version; Audio, electronic, visual, or similar information, such as photos that you upload to your account or otherwise provide to us.

As always, you may ask to delete all the information that we have collected about you during the time you have used our services at our email Legal@ourlastmsg.com.

Our Policy on "Do Not Track" Signals under the California Online Protection Act (CalOPPA)

We do not support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites you do not want to track.

You can enable or disable Do Not Track by visiting your web browser's Preferences or Settings page.

Your Data Protection Rights under the General Data Protection Regulation (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. The Dream Architects, Inc. aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- **The right to access, update or delete the information we have on you.** Whenever possible, you can access, update, or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.
- **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Data.
- **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- **The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable, and commonly used format.
- **The right to withdraw consent.** You also have the right to withdraw your consent at any time where The Dream Architects, Inc. relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests. You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. Please contact your local data protection authority in the European Economic Area (EEA) for more information.

Service Providers

We may employ third-party companies and individuals to facilitate our Service ("Service Providers"), provide the Service on our behalf, perform Service-related services, or help us analyze how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Our current list of third party providers are: Auth0, Amazon Web Services, Google, Twilio, Apple, Zendesk, and Salesforce.

Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

Who Can See Your Information or Content

During your use of our service, you may ask to provide Troubleshooting and Customer Support, and our Customer Support team may need to access your information, such as your account email address and info.

Privacy. It's a growing concern for everyone in the digital age. Our Last Msg is an app designed to help users communicate in ways they can control. This app will give you full control over who sees your content. We limit the use of your content to make sure that no one at Our Last Msg can view it unless you expressly permit us or it's necessary to comply with our legal obligations.

Who do we share your information with

We share your information only with our customer experience, data storage, and management systems to provide you with Customer Support, Sales, Operate, Develop, and Improve our Service and complete your payment transactions process.

Deleting your Account

It's easy, just go to your profile setting page and delete your account.

Our backup system may hold a residual copy of your deleted content for up to 12 months due to the nature of those operating systems.

Inactive Account Member

For Members who are inactive for extended periods, we may close your account. We will notify you ahead of time.

Payments

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing (e.g., payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors, whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express, and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with are:

- **Apple Store In-App Payments** - Apple Privacy Policy can be viewed at <https://www.apple.com/legal/privacy/>.
- **Google Play In-App Payments** - Google Privacy Policy can be viewed at <https://www.google.com/policies/privacy>.

Children's Privacy

Our Service does not address anyone under the age of 16 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 16. If you are a parent or guardian and aware that your child has provided us with Personal Data,

please contact us. If we become aware that we have collected Personal Data from children without verifying parental consent, we take steps to remove that information from our servers.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time as needed features, technology, or legal requirement come up. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

We always strive to improve and become better, so we still want to make our privacy policy even better. If you have any feedback, suggestions, or questions about this Privacy Policy, please contact us:

By email: Legal@ourlastmsg.com

OurLastMsg and OLAM mobile platform Brought to you by The Dream Architects, Inc. 2018-2020.