

THISISYOURDIGITALLIFE APP APPLICATION END USER TERMS AND CONDITIONS

1. The Parties: This Agreement ("Agreement") is between Global Science Research ("We", "Us" or "GSR"), which is a research organisation registered in England and Wales (Number: 9060785) with its registered office based at St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, and the User of the Application ("You" or "User").

2. Agreement to Terms: By using THISISYOURDIGITALLIF APP ("Application"), by clicking "OKAY" or by accepting any payment, compensation, remuneration or any other valid consideration, you consent to using the Application, you consent to sharing information about you with us and you also accept to be bound by the Terms contained herein.

3. Purpose of the Application: We use this Application to (a) provide people an opportunity to see their predicted personalities based on their Facebook information, and (b) as part of our research on understanding how people's Facebook data can predict different aspects of their lives. Your contribution and data will help us better understand relationships between human psychology and online behaviour.

4. Data Security and Storage: Data security is very important to us. All data is stored on an encrypted server that is compliant with EU Directive 95/46/EC on the protection of individuals with regard to the processing of personal data.

5. Your Statutory Rights: Depending on the server location, your data may be stored within the United States or in the United Kingdom. If your data is stored in the United States, American laws will regulate your rights. If your data is stored within the United Kingdom (UK), British and European Union laws will regulate how the data is processed, even if you live in the United States. Specifically, data protection and processing falls under a law called the Data Protection Act 1998. Under British and European Union law, you are considered to be a "Data Subject", which means you have certain legal rights. These rights include the ability to see what data is stored about you. Where data held in the EU is transferred to the United States, GSR will respect any safe harbour principles agreed between the United States Department of Commerce and the European Commission. The GSR Data Controller can be contacted by e-mail at info@globalscienceresearch.com.

6. Information Collected: We collect any information that you choose to share with us by using the Application. This may include, inter alia, the name, demographics, status updates and Facebook likes of your profile and of your network.

7. Intellectual Property Rights: If you click "OKAY" or otherwise use the Application or accept payment, you permit GSR to edit, copy, disseminate, publish, transfer, append or merge with other databases, sell, licence (by whatever means and on whatever terms) and archive your contribution and data. Specifically, agreement to these Terms also means you waive any copyright and other intellectual property rights in your data and contribution to GSR, and grant GSR an irrevocable, sublicenceable, assignable, non-exclusive, transferrable and worldwide license to use your data and contribution for any purpose. You acknowledge that any and all intellectual property rights and database rights held in your data or contribution that is acquired by GSR or the Application will vest with GSR and that you will not have any claim in copyright, contract or otherwise. Nothing in this Agreement shall inhibit, limit or restrict GSR's ability to exploit, assert, transfer or enforce any database rights or intellectual property rights anywhere in the world. You also agree not attempt to appropriate, assert claim to, restrict or encumber the rights held in, interfere with, deconstruct, discover, decompile, disassemble, reconstruct or otherwise reverse-engineer the Application, the data collected by the Application or any other GSR technology, algorithms, databases, methods, formulae, compositions, designs, source code, underlying ideas, file formats, programming interfaces, inventions and conceptions of inventions whether patentable or un-patentable.

8. Informed Consent: By signing this form, you indicate that you have read, understand, been informed about and agree to these Terms. You also are consenting to have your responses, opinions, likes, social network and other related data recorded and for the data collected from you to be used by GSR. If you do not understand these Terms, or if you do not agree to them, then we strongly advise that you do not continue, do not click "OKAY", do not use the Application and do not to collect any compensation from us.

9. Variation of Terms: You permit GSR to vary these Terms from time to time to comply with relevant legislation, for the protection of your privacy or for commercial reasons. If you choose to provide us with your e-mail address, notice of any variation will be sent to that e-mail address. If you do not provide us with an e-mail address, you waive your right to be notified of any variation of terms. 10. Rights of Third Parties: A person who is not a Party to this Agreement will not have any rights under or in connection with it.

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