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Ello Privacy Policy

Updated June 20, 2014

Your Privacy is Important

As an ad-free network that does not sell data about its users to third parties, Ello has also taken unique steps that help you control how much information about you is shared when you use Ello.

Please read this document in its entirety and take it seriously. It explains Ello's privacy practices, and what information we collect when you use our web site, mobile apps, services, products, and other content; and also how you can opt-out of sharing some of this information.

Information Ello Collects

When you visit Ello, we may collect information about what pages you access, about the device you are using, information that you send to us directly or post on our web site or on your page, and the address of web sites that refer you to Ello. We also store your name and your email address when you register for an account or contact us directly.

We may also collect and store an anonymized version of your IP address, which we may use to protect Ello and its users from spam, viruses, identity theft, illegal or harmful activities; we use this information to understand how people use Ello, which features work and which don't, and to help us develop and improve Ello's features and services.

Ello uses an anonymized version of Google Analytics to gather and aggregate general information about user behavior. To the best of our knowledge, the information gathered by Google on Ello's behalf is collected in such a way that neither Ello, nor Google, can easily trace saved information back to any individual user.

Ello is unique in that we offer our users the option to opt-out of Google Analytics on the user settings page. We also respect "Do Not Track" browser settings. If you choose either of these options, we make best efforts not to send any data about your user behavior, anonymized or otherwise, to Google or any other third party service provider. Please be aware that there may be other services that you are using and that are not controlled by Ello (including Google, Google Chrome Web Browser, Android Operating System, and Youtube) that may continue to send information to Google when you use Ello, even if you have asked us not to send information through our services.

We may create anonymous records by excluding information (such as your name) that makes the data personally identifiable to you. We may use or share this anonymous data for any purpose – for example, to analyze request and usage patterns so that we may make Ello better.