

# LOCO - Messaging & Media



## What is Loco?

Loco is a fun image-sharing mobile application which connects users to ephemeral media created by people near them and selected brands.

## Key data used to power Loco:

Loco tracks your location in the background and store a record of places you frequently visit to enable them to notify you of content created nearby which you might like including posts by friends, people you might like and selected businesses.

Loco's innovative camera offers special filters and augmented reality effects which utilise facial recognition technology.

Using these features helps to train their algorithm.

Loco licenses use of the algorithm for other businesses to use in their applications for a fee.



Content you post to Loco is visible to your followers for just 24 hours. It is also stored for you in a private archive indefinitely.