

BUZZUB PRIVACY POLICY

Welcome, and thank you for your interest in Buzzub Inc. ("**Company**"), and its programs and services (the "Service"), as described in the Terms of Use.

As a company we adhere to very high standards with regards to protecting personally identifiable information of our users as we fully appreciate how much our users value their privacy. While some information that our users voluntarily provide is useful in providing enhanced services to them, we are committed to not making it available publicly and not selling it.

This Privacy Policy describes what information we gather from you, how we use and disclose that information, and what we do to protect it. By using the Service, you expressly consent to the information handling practices described in this policy.

This Privacy Policy is incorporated into and is subject to the Terms of Use. The practices described in this policy apply only to Company's use of information supplied by you to Company through the Service. Information collected from you by others, such as third party web sites that you access through links on the Service, may also be governed by those entities' privacy policies.

This Privacy Policy applies to all users of the Service, whether they are Customers, Merchants or Employees, even though the specific information collected from each type of user may be appropriately different.

The Information Company Collects:

- **User-Provided Information:** You may provide to Company what is generally called "**personally identifiable**" information (such as your email address, age, gender, address, zip code, credit card number and billing information)

when using the Service, such as when you register, and when you use the Apps or conduct transactions. If you use the Service with your mobile device, or sign up to receive alerts via text message, we may also have access to your device ID or phone number. Other information collected may include relationships, preferences and location information.

- **Linked Service Information:** When you link an account you may have on a third party service (such as your third party social networking site) to your account on the Service, Company will store the access credentials you provide (in some cases the access credentials may be in the form of tokens without identifying information, depending on the third party social networking site). Company will have access to, and may collect and store, any information you may have stored in connection with that account that you have configured that service to make available to third parties, including profile information and "friends" or "contacts" lists.
- **"Cookies" Information:** When you use the Service, we may send one or more cookies – small text files containing a string of alphanumeric characters – to your computer. Company may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Service. Persistent cookies can be removed. Please review your web browser "Help" file to learn the proper way to modify your cookie settings. Please note that if you delete, or choose not to accept, cookies from the Service, you may not be able to utilize the features of the Service to their fullest potential.
- **"Automatically Collected" Information:** When you use the Service or open one of our HTML emails, we may automatically record certain information from your web browser by using different types of technology, including "clear gifs" or "web beacons." This "automatically collected" information may include Internet Protocol address ("IP Address"), UDID, or other device address or ID, web browser and/or device type, the web pages or sites that you visit just before or just after the Service, the features and content you

access on the Service, and the dates and times that you visit, access, or use the Service.

- **Third Party Web Beacons:** We may also implement third party content, such as advertising, on the Service that uses "clear gifs," "web beacons," or other similar techniques, which allow the third party content provider to read and write cookies to your browser, or implement similar tracking mechanisms, in connection with your viewing of that third party content displayed on the Service. This information is collected directly by the third party, and Company does not participate in that data transmission. Information collected by third parties in this manner is subject to that third party's own data collection, use, and disclosure policies.
- **Information via Merchants:** We may also gather, aggregate, analyze, derive information from shopping transactions of Customers at Merchant sites to make available to the users added features of the service as well as advertising materials. Even though specific, individual transactions of Customers with Merchants are treated as private, the aggregated, statistical, relative information about transactions may be used to enhance the capabilities offered through the Service.
- **Information via Customers:** Customer provided information, including comments, blogs, opinions, ratings, rankings, complaints, suggestions, deals, offers, benefits and any such discussions about Merchants that may be provided on Company website or via its applications may be collected and made available. Company reserves the right to edit the material for any reason including inappropriateness etc.
- **Transactional Information.** Company collects transaction information including amounts, date, time, location, deals, offers, rewards of shoppers with Merchants. Merchants may get access via Company to two kinds of information about Customers: i) That which they would have had anyways when the Customer shopped with them (such as transaction information), and ii) Statistical/Aggregated/Relative data about Customer shopping patterns with other Merchants too, but not specifically listing or identifying specific Merchants.

- **Information from Other Sources:** We may also obtain information, including personally identifiable information, from third parties and sources other than the Service, such as other users who send messages to you through the Service, or third party service providers who you use to access features of the Service. If we combine or associate information from other sources with personally identifiable information that we collect through the Service, we will treat the combined information as personally identifiable information in accordance with this Privacy Policy.

The Way Company Uses Information:

- Company uses the information you provide or that we collect to operate, maintain, enhance, and provide all of the features and services found on the Service. We will use your email address (or as appropriate, your mobile phone number via SMS or text messaging) to contact you for administrative purposes, for customer service purposes, to address intellectual property infringement, rights of privacy, or defamation issues, or any issue regarding content that you have posted to the Service. You may configure the nature and frequency of certain of these messages through the Service.
- Company uses the information for multiple purposes including: i) invoicing, ii) payments/credits, iii) contacting, and iv) deals/offers/rewards.
- Company uses all of the information that you provide or that we collect and/or aggregate to understand and analyze the usage trends, interests, and preferences of our users, to improve the way the Service works and looks, and to create new features and functionality.
- Various aspects of the Service, such as content on the website and in email or SMS/text messages we send you in connection with your use of the Service, may include relevant advertisements which may be selected based in part on your demographic information, interests, preferences, and usage patterns within the Service.

- Company may use "automatically collected" information and "cookies" information to: (a) personalize our services, such as remembering your information so that you will not have to re-enter it during your visit or the next time you visit the Service; (b) provide customized third party advertisements, content, and information; (c) monitor and analyze the effectiveness of Company and third party marketing activities; (d) monitor aggregate usage metrics such as total number of visitors, pages viewed, Apps accessed, etc.; and (e) track your entries, submissions, and status in any promotions or other activities.
- Company may use your email address or other personally identifiable information to send promotional email related to the Service we think you may be interested in. You will have the ability to opt-out of receiving any such communications, either through links provided in the messages, or by updating your account preferences through the Service.

When Company Discloses Information:

Your privacy is important to us. You should know, however, that we do disclose information about you or your transactions, deals and offers in a variety of circumstances in connection with developing and maintaining the Service and operating our business. For example:

- Merchant offers for deals, coupons, cashbacks and other rewards are an advertisement and as such posted by the Merchant to attract Customers. Such data is treated as public data and may be made available to anyone including potential Customers, Customers, other Merchants and other third-party partners in various electronic and other means.
- Company allows Merchants to access transactional data and other Customer information which they would have had access to anyways when the Customer shopped with them, however, the Company may analyze,

reformat, aggregate and present the information in a way that provides added insight. Company does not provide specifically identifiable information about a Customer or the Customer's shopping transaction to a Merchant that the Customer did not do the transaction with.

- Company makes certain automatically collected and other aggregate non-personally-identifiable information available to interested third parties, including premium subscribers, participating merchants and partners to assist such parties in understanding our users' interests, habits, sentiment, and usage patterns for certain programs, content, services, advertisements, promotions, and/or functionality available through the Service.
- If a Customer has so given permission, for example, through the participation in a "family plan" where awards of family members are aggregated under one household member, Company will provide personally identifiable data within the Customers that constitute a family.
- Company works with third party service providers and contractors to provide website and application development, hosting, and maintenance as well as other services for us. To the extent it is necessary for these service providers to complete their contractual obligations to Company, these third parties may have access to or process your personally identifiable information. Generally, these disclosures are made under terms comparable to this policy, and the recipients are limited to using the information for the purpose for which it was provided.
- Company may also disclose your information if required to do so by law or in the good-faith belief that such action is necessary to comply with state and federal laws (such as U.S. Copyright law), in response to a court order, judicial or other government subpoena or warrant, or to otherwise cooperate with law enforcement activity.
- Company also reserves the right to disclose your information that we believe is necessary or useful to take precautions against liability; to protect Company and others from fraudulent, abusive, or unlawful uses or activity; to investigate and defend ourselves against any third party claims

or allegations; to assist government enforcement agencies; to protect the security or integrity of the Service; or to protect the rights, property, or personal safety of Company, our users, or others.

Your Choices:

You may, of course, decline to share certain personally identifiable information with Company, in which case Company may not be able to provide to you some of the features and functionality found on the Service. You may update, correct, or delete your profile information and preferences at any time by accessing your account preferences page through the Service. Please note that while your changes may be reflected promptly in active user databases, we may retain all information you submit for a variety of purposes, including backups and archiving, prevention of fraud and abuse, and analytics.

To protect your privacy and security, we take reasonable steps to verify your identity before granting you account access or making corrections to your information. **YOU ARE RESPONSIBLE FOR MAINTAINING THE SECRECY OF YOUR UNIQUE PASSWORD AND ACCOUNT INFORMATION AT ALL TIMES.**

Third Party Services:

The Service contains links to Web sites and services provided by third parties. Any personally identifiable information you provide on third party sites or services is provided directly to that third party and is subject to that third party's policies governing privacy and security. We are not responsible for the content or privacy

and security practices and policies of third party sites or services to which links are displayed on the Service. We encourage you to learn about third parties' privacy and security policies before providing them with personally identifiable information.

Our Commitment to Children's Privacy:

Protecting the privacy of young children is especially important. For that reason, Company does not knowingly collect or maintain personally identifiable information from persons under 13 years-of-age, and no part of the Service is directed to persons under 13. IF YOU ARE UNDER 13 YEARS OF AGE, THEN PLEASE DO NOT USE OR ACCESS THE SERVICE AT ANY TIME OR IN ANY MANNER. If Company learns that personally identifiable information of children under the age of 13 has been collected on the Service without verifiable parental consent, then Company will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child under the age of 13 has obtained an account on the Service, then you may alert Company at privacy@buzzub.com and request that Company delete that child's personal information from its systems.

Our Commitment to Data Security:

Company employs certain physical, managerial, and technical safeguards designed to help protect the integrity and security of our systems. To further improve our security, we may periodically perform security audits using independent service providers. Please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. We cannot ensure or warrant the security of any

information you transmit to Company or to any third party, and you do so at your own risk.

If Company learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. Company may post a notice through the Service if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive a free written notice of a security breach you should notify us at privacy@buzzub.com

International Users:

Your information may be stored and processed in any country in which Company and its affiliates maintain facilities. In this regard, or for purposes of sharing or disclosing data in accordance with this Privacy Policy, Company reserves the right to transfer, store, and process your information outside of your country. By using the Service, you consent to any such transfer, storage, and processing of your information outside of your country.

In the Event of Merger or Sale:

In the event that all or a portion of Company or its assets is acquired by or merged with a third party entity, we reserve the right, in any of these circumstances, to transfer or assign the information that we have collected from users in connection with such merger, acquisition, sale, or other change of control.

Changes and Updates to this Privacy Policy:

Please revisit this page periodically to stay aware of any changes to this Privacy Policy, which may be revised periodically at Company's sole discretion, as provided in the Terms of Use. If we modify the Privacy Policy, we will make it available through the Service, and indicate the date of the latest revision. In the event that the modifications materially alter your rights or obligations we will make reasonable efforts to notify you of the change. For example, we may send a message to your email address, if we have one on file, or generate a pop-up or similar notification when you access the Service for the first time after such material changes are made. Our amended Privacy Policy will automatically take effect 30 days after it is made available through the Service, except that (i) unless you consent otherwise, we generally only use your personal information in the manner described in the Privacy Policy in effect when we received that personal information and (ii) if you do not agree with any changes to the Privacy Policy, you may terminate your account ceasing use of the Service. Your continued use of the Service after revised Privacy Policy has become effective indicates that you have read, understood and agreed to the current version of the Privacy Policy.

Company Contact Information:

Please contact Company with any questions or comments about this Privacy Policy, your personal information, our third party disclosure practices, or your consent choices by email: privacy@buzzub.com.