

## PRIVACY POLICY

Effective Date: March 28, 2015.

### Introduction

Welcome! You have arrived at CharityCheckin (the “**Application**”), an application owned and operated by CharityCheckin Inc., a Washington corporation (“**Company**” or “**we**,” “**our**” or “**us**”).

We respect your privacy and value the trust you place in us. Therefore, we have instituted this privacy policy (“**Privacy Policy**”) to describe: (i) the types of information we collect; (ii) how we use it; and (iii) how we safeguard it. We encourage you to read this entire Privacy Policy. We also encourage you to review the Application’s Terms of Service, which governs your use of the Application.

#### **1. What Information Do We Collect?**

##### **Information You Provide To Us**

**Personal Information and Demographic Information.** When you log into the Application through your Facebook account, or when you link your Twitter account to the Application you provide us with certain categories of information such as: (1) personal information, which is information that could reasonably be used to identify you personally, such as your name, e-mail address and Twitter handle (“**Personal Information**”); and (2) demographic information, such as gender, age or similar information that you voluntarily make public to everyone on Facebook or Twitter (“**Demographic Information**”). Whenever we associate Demographic Information with your Personal Information, we will treat it as Personal Information

##### **(b) Information We Collect As You Access And Use The Application**

In addition to any Personal Information or other information that you choose to submit to us, we and our third-party service providers may use a variety of technologies that automatically (or passively) collect certain information whenever you interact with the Application (“**Usage Information**”). This Usage Information may include the type of phone that you are using, the areas within the Application that you visit, the time of day you use the Application, the number of check-ins you complete using the Application, the charities for which you participate using the Application, and the types of activities you record using the Application. We may use Usage Information for a variety of purposes, including to enhance or otherwise improve the Application. In addition, we may collect your IP address or other unique identifier (“**Device Identifier**”) for your phone or other device used to access the Application (any, a “**Device**”). A Device Identifier is a number that is automatically assigned to your Device used to access the Application, and our computers identify your Device by its Device Identifier. Usage Information may be non-identifying or may be associated with you. Whenever we associate Usage Information or a Device Identifier with your Personal Information, we will treat it as Personal Information.

A few of the methods that may be used to collect Usage Information include the following:

**Cookies.** A cookie is a data file placed on a Device when it is used to visit the Application. A Flash cookie is a data file placed on a Device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your Device. Cookies and Flash Cookies may be used for many purposes, including, remembering you and your preferences and tracking your visits to our web pages. If you choose to disable cookies or Flash cookies on your Device, some features of the Application may not function properly.

**Web Beacons.** Small graphic images or other web programming code called web beacons (also known as “1x1 GIFs” or “clear GIFs”) may be included in our web pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, to count visitors to the Application, to monitor how users

navigate the Application, to count how many e-mails that were sent were actually opened or to count how many particular links were actually viewed.

**Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with the Application, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third party service provider, is active only while you are connected to the Application, and is deactivated or deleted thereafter.

**(c) Information Third Parties Provide About You**

We may, from time to time, supplement the information we collect about you online with outside records from third parties in order to enhance our ability to serve you, to tailor our content to you and to offer you opportunities to purchase products or services that we believe may be of interest to you. We may combine the information we receive from those sources with information we collect through the Application. In those cases, we will apply this Privacy Policy to any Personal Information received, unless we have disclosed otherwise.

**(d) Information You Provide About A Third Party**

If you send someone else an electronic communication from the Application, such as sending an invitation to a friend to join the Application, the information you provide (names, e-mail addresses, etc.) is used to facilitate the communication and is not used for any other marketing purpose unless we obtain consent from that person or we explicitly say otherwise. Please be aware that when you use any send-to-a-friend functionality in the Application, your name and e-mail address may be included in the communication sent to your friend.

**2. Who Owns Information Once It Is Submitted**

We own any information collected in our database. However, we will use this information only in the ways described in this Privacy Policy.

**3. How Do We Use The Information Collected?**

**Use of Information by Us.** We may use your Personal Information, Demographic Information or Usage Information that we collect about you: (1) to provide you with information or services or process transactions that you have requested or agreed to receive; (2) to enable you to participate in the Application's features; (3) to process your registration with the Application, including verifying your information; (4) to improve the Application or our services, to customize your experience on the Application, or to serve you specific content that is most relevant to you; (5) to email you .gpx maps of your Application sessions so that you can see where you checked-in; (6) to email you newsletters featuring stories about CharityCheckin, our charity partners, our members and our sponsors; (7) to bring you select retail or other marketing opportunities via email, SMS messages, direct mail and telemarketing; (8) to contact you with regard to your use of the Application and, in our discretion, changes to the Application's policies; (8) for internal business purposes; and (9) for purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy.

Please note that information submitted to the Application via a "contact us" or other similar function may not receive a response.

**4. How and When Do We Disclose Information To Third Parties?**

**(a) Generally.** When you use the Application to check-in on behalf of a charity, we will share your name, email address and achievements with that charity so that they can recognize and thank you. Other than that, we will not sell, rent or otherwise share any of your Personal Information to any third party without your express consent in each instance.

We may share non-personally identifiable information, such as Demographic Information, Usage Information and aggregated user statistics, with third parties. To the extent we share any such information with third parties, those third parties shall treat it in accordance with their respective privacy policies.

**(b) Third Parties Providing Services On Our Behalf.** We may use third party vendors to perform certain services on behalf of the Application, such as hosting the Application, designing and/or operating the Application's features and tracking analytics. We may provide these vendors with access to user information, including Personal Information, to carry out the services they are performing for you or for us. While we may use third party analytics service providers to evaluate and provide us with information about the use of the Application and viewing of our content, we do not share Personal Information with these analytics service providers, but they may set and access their own cookies, web beacons and embedded scripts on your Device and they may otherwise collect or have access to information about you, including non-personally identifiable information.

**(c) Sweepstakes, Contests and Promotions.** We may offer sweepstakes, contests, and other promotions (any, a "**Promotion**") through the Application that may require registration. By participating in a Promotion, you are agreeing to official rules that govern that Promotion, which may contain specific requirements of you, including, allowing the sponsor of the Promotion to use your name, voice and/or likeness in advertising or marketing associated with the Promotion. If you choose to enter a Promotion, Personal Information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules, such as on a winners list.

**(d) Administrative and Legal Reasons.** We may access, use, preserve, transfer and disclose your information (including Personal Information), including disclosure to third parties: (i) to satisfy any applicable law, regulation, subpoenas, governmental requests or legal process if in our good faith opinion such is required or permitted by law; (ii) to protect and/or defend the Application's Terms of Service or other policies applicable to the Application, including investigation of potential violations thereof; (iii) to protect the safety, rights, property or security of the Application or any third party; and/or (iv) to detect, prevent or otherwise address fraud, security or technical issues. Further, we may use IP address or other Device Identifiers, to identify users, and may do so in cooperation with third parties such as copyright owners, internet service providers, wireless service providers and/or law enforcement agencies, including disclosing such information to third parties, all in our discretion. Such disclosures may be carried out without notice to you.

**(e) Business Transfer.** We may share your information, including your Personal Information, Demographic Information and Usage Information with our subsidiaries and affiliates for internal reasons. We also reserve the right to disclose and transfer all such information: (i) to a subsequent owner, co-owner or operator of the Application or applicable database; or (ii) in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of our membership interests and/or assets or other corporate change, including, during the course of any due diligence process.

## **5. What About Information I Disclose Publicly?**

**(a) User Generated Content and Public Information.** This Privacy Policy does not apply to any information that you disclose publicly or otherwise share using the Application. We are not responsible for the accuracy, use or misuse of any content or information that you share publicly through the Application.

## **6. Does Third Party Content And Links To Third Party Sites Appear in the Application?**

The Application may contain content that is supplied by a third party (such as a charity or sponsor), and those third parties may collect website usage information and your Device Identifier when web pages from the Application are served to your browser. In addition, when you are using the Application you may be directed to other sites that are operated and controlled by third parties that we do not control. We are not responsible for the privacy practices employed by any of these third party sites. For example, if you "click" on a charity's or sponsor's banner, the "click" may take you off the Application onto a different web site. These other web sites may appear in "baby browsers" within the Application and may send their own cookies to you, independently collect data or solicit Personal Information and may or may not have their own published privacy policies. We

encourage you to note when you leave our Application and to read the privacy statements of all third party web sites before submitting any Personal Information to those sites.

#### **7. Are There Third Party Ads Served On The Application?**

Although we feature content from our charities and sponsors in the Application, we do not currently use network advertisers to serve advertisements (such as banner advertisements) in the Application. However, in the future, we may use third-party network advertisers to serve you advertisements in the Application. We may also use third party analytics service providers to evaluate and provide us with information about the use of the Application and viewing of our content. Network advertisers are third parties that display advertisements based on your visits to the Application and other web sites you have visited. Third-party ad serving enables us to target advertisements to you for products and services in which you might be interested. The Application's third party ad network providers, the advertisers, the sponsors and/or traffic measurement services may themselves set and access their own cookies (including flash cookies), web beacons and other tracking technologies on your Device and track certain behavioral information regarding users of your Device via a Device Identifier. These third party cookies (including flash cookies), web beacons and other tracking technologies are set to, among other things: (a) help deliver advertisements to you that you might be interested in; (b) prevent you from seeing the same advertisements too many times; and (c) understand the usefulness to you of the advertisements that have been delivered to you. Note that any images (or any other parts of a web page) served by third parties in association with third party cookies may serve as web beacons, which enable third parties to carry out the previously described activities. Third party cookies (including flash cookies) and web beacons are governed by each third party's specific privacy policy, not this one. While we may use a variety of companies to serve advertisements on the Application, you may wish to visit [HYPERLINK "http://www.networkadvertising.org/optout\\_nonppii.asp"](http://www.networkadvertising.org/optout_nonppii.asp) [http://www.networkadvertising.org/optout\\_nonppii.asp](http://www.networkadvertising.org/optout_nonppii.asp), which provides information regarding this practice by Network Advertising Initiative ("NAI") members, and your choices regarding having this information used by these companies, including the "opt-out" procedures of NAI members. This Privacy Policy does not cover the methods for collecting information used by these third party advertisers or the use of the information that such advertisers collect. We make no representations regarding the policies or business practices of third party network advertisers.

#### **8. How Do I Change My Information And Communication Preferences?**

You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information provided as part of registration. You can make any necessary changes to this information through your Facebook account.

#### **9. What About Consent To Transfer Information To The United States?**

The Application is operated in the United States. If you are located anywhere outside of the United States, please be aware that information we collect, including, Personal Information, will be transferred to, processed and stored in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your Personal Information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. By using the Application or providing us with any information, you consent to this transfer, processing and storage of your information in the United States.

#### **10. What Should Parents Know About Children?**

The Application is a general audience application and we do not knowingly collect any Personal Information from children younger than the age of thirteen (13). We will delete any Personal Information collected that we later determine to be from a user younger than the age of thirteen (13). If you are a parent or guardian of a child under the age of thirteen (13) and believe he or she has disclosed Personal Information to us, please contact us at [marsh@charitycheckin.com](mailto:marsh@charitycheckin.com).

#### **11. What About Security?**

We incorporate commercially reasonable safeguards to help protect and secure your Personal Information. We maintain physical, electronic and managerial practices and procedures designed to ensure the security, integrity and confidentiality of customer information. We limit and restrict access to Personal Information only to those employees who need it to carry out their business functions. We also educate our employees about safeguarding Personal Information and preventing its unauthorized access, disclosure or use. Our employees with access to Personal Information are also bound to adhere to this policy. We will monitor and adopt, as appropriate, new technological improvements that are designed to aid in ensuring the accuracy and security of customer information.

However, no transmission or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure the security of any information you transmit to us, and you use our Application and provide us with your information at your own risk.

## **12. What About Changes To The Privacy Policy?**

We reserve the right to change this Privacy Policy at any time without notice to you. Any changes will be effective immediately upon the posting of the revised Privacy Policy. However, we will not use your Personal Information in a manner materially different than what was stated at the time it was collected without your consent.

Thank you for reading all of this. If you have any questions, please do not hesitate to contact us at [marsh@charitycheckin.com](mailto:marsh@charitycheckin.com). We hope you enjoy using the Application!