

Privacy Policy

Privacy Policy

Effective: [10/July/2023]

This Privacy Policy explains how Zeepup Corporation ("Zeepup", "we", "us" or "our") collect, use, disclose, and otherwise process personal information described in this Policy, as well as the rights and choices individuals have regarding such personal data.

Except as otherwise noted below, this Policy applies to the personal information that Zeepup processes related to:

- Users of our website where this Policy is posted, our mobile applications, and the services we provide through these, as well as any downloadable software, applications, online services, and other products and services provided by us that display or include a link to this Policy (collectively the "Services");
- Current, former, and prospective customers, vendors, and partners;
- Individuals who are subscribed to receive news, information, and marketing communications from us;
- Individuals that communicate with us or otherwise engage with our Services.

This policy does not apply to the personal information that we collect and process about Zeepup employees and personnel or job applicants and candidates.

If you see any undefined term in this Privacy Policy, it has the definition specified in our Terms of Use.

1. Personal Information We Collect, Purposes for Use, and Sharing Your Personal Information

As further described below, we collect personal information directly from individuals, as well as from third parties and automatically related to the use of our Services or other interactions with us. The personal information we collect from you depends on how you use our Services or otherwise interact or engage with us. We may collect personal information about you from third party sources, such as public databases, joint marketing partners, social media platforms, or other third parties. We may also automatically collect personal information related to your use of our Services and interactions with us and others, including information we collect automatically (e.g. using cookies and pixel tags), as well as information we derive about you and your use of the Services including, device and browsing information, activities and usage, and location information. More information about the specific types of personal information collected, the purpose for collection, and who we share it with is listed below.

1.1. Identifiers and Customer Records. When you create an Account, complete your Account profile, place an order, sign up for a mailing list, or otherwise communicate or interact with us (whether or not through an Account), we collect identifiers and customer records such as your name, address, phone number, and email address. We may also collect identifiers like your name or email address from other people or businesses. For example, we may receive identifiers (i) from a social network or authentication service, such as Facebook, Amazon, or Google, if you use those services to login to the Platform; (ii) from other Zeepup users who refer you to our Services or use our group order future; or (iii) from organizations you are part of, such as your employer or university, that use our enterprise services. Identifiers can also include numbers assigned to you like your IP address or a unique Zeepup account number and information about your device and its software like your browser type, device

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type/model/manufacturer, operating system, domain name, internet service provider, and other similar information. These identifiers are collected or created automatically when you use the Platform.

Purpose. We may use this information to: (i) create and manage your Account; (ii) facilitate and fulfill order and delivery services; (iii) provide support and communicate with you directly about the Services, including your orders, as well as answer any questions, issues, or concerns you or other users may have; (iv) analyze use of and improve the Platform and our Services; (v) detect and prevent fraud, abuse, or other harmful activities, conduct security investigations and risk assessments, and improve and enforce our security measures; and (vi) send you marketing communications.

Disclosure. We may also provide identifiers and customer records to some Merchants when you order from them as part of our agreement with those Merchants. We may also disclose this information to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains identifiers and customer records for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.2. Payment Information. We collect payment information from you, such as credit or debit card details, when you place an order or update your saved payment methods.

Purpose. We use this information to: (i) fulfill your requests and process payments (e.g., to allow you to order food from Merchants); and (ii) detect or prevent fraud, abuse, or other harmful activities.

Disclosure. We do not sell payment information to third parties or share it with third parties for cross-context behavioral advertising. We also do not share this information with third parties for business or commercial purposes, though we may disclose it to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains payment information for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.3. Commercial Information. Whenever you make purchases on the Platform, we collect commercial information about you, such as your ordering history, purchasing tendencies, and coupons or discounts for participation.

Purpose. This information may be used to (i) facilitate order and delivery services; (ii) analyze use of and improve the Platform and our Services; (iii) detect and prevent fraud, abuse, or other harmful activities, conduct security investigations and risk assessments, and improve and enforce our security measures; (iv) personalize your Zeepup experience, including which Merchants and items we recommend to you and any ads you may see from us; and (v) manage your rewards program progress.

Disclosure. We may share commercial information with some Merchants when you order from them as part of our agreement with those Merchants. We may also disclose commercial information to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains commercial information for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.4. Internet Usage Information. When you use the Platform, we collect internet usage information from you automatically, such as information about how you interact with the Platform, your browsing history, and your search history. Depending on your device and/or browser settings, this information can include the site from which you came to our site, the site to which you are going when you leave our site, the pages you visit on the Platform, the links you click on the Platform, whether you open our emails or click the links we send, whether you access the Platform from multiple devices, page scrolling, and where you click or move your mouse on our website.

Purpose. We use this information to (i) analyze use of and improve the Platform and our Services; (ii) detect and prevent fraud, abuse, or other harmful activities, conduct security investigations and risk assessments, and improve and enforce our security measures; (iii) personalize your Zeepup experience, including which Merchants and items we recommend to you and any ads you may see from us; and (iv) send you marketing communications.

Disclosure. We may collect internet usage information through a variety of tracking technologies, including cookies, web beacons, embedded scripts, mobile SDKs, location-identifying technologies, and similar technology (collectively, “tracking technologies”), and we may use third-party partners or service providers to assist with this effort, such as Google. Information we collect automatically about you or your device may be combined with other personal information we collect directly, and our third-party partners may combine this information with information collected from other devices, websites, or apps. You can learn more about Google's practices at <http://www.google.com/policies/privacy/partners>.

We may also disclose internet usage information to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains internet usage information for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.5. Geolocation Data. We may collect information about your approximate location automatically when you use the Platform. For example, your IP address tells us roughly where you are. We may also collect information about your precise location if you allow us to access your device’s location.

Purpose. We use location information to (i) facilitate order and pick-up Services; (ii) analyze use of and improve the Platform and our Services; (iii) detect and prevent fraud, abuse, or other harmful activities, conduct security investigations and risk assessments, and improve and enforce our security measures; and (iv) personalize your Zeepup experience, including which Merchants and items we recommend to you.

We may use the Google Maps API to gather geolocation data. Google uses various technologies to determine your location, including IP address, GPS and other sensors that may, for example, provide Google with information on nearby devices, WiFi access points and cell towers (see the Google privacy policy and the Google Maps terms of service to learn more).

Disclosure. We do not sell geolocation data to third parties or share it with third parties for cross-context behavioral advertising. We also do not share this information with third parties for business or commercial purposes, though we may disclose it to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains geolocation data for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.6. Audio and Video Information. We may collect photo, audio, and video information from you, such as profile pictures, banner images, food and beverage pictures, and call recordings, when you contact our customer care team.

Purpose. We use this information to analyze use of and improve the Platform and our Services.

Disclosure. We do not sell photo, audio, and video information to third parties or share it with third parties for cross-context behavioral advertising. We also do not share this information with third parties for business or commercial purposes, though we may disclose it to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains photo, audio, and video information for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.7. Inferences. When you use our Services, we may make inferences about your preferences, such as what kinds of restaurants you like to order food from and what dishes you might like. These inferences help us to personalize your Zeepup experience, including which Merchants and items we recommend to you and any ads you may see from us.

Disclosure. We do not sell this information to third parties or share it with third parties for cross-context behavioral advertising. We also do not share this information with third parties for business or commercial purposes, though we may disclose it to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains inferences about you for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.8. Communications Content. We maintain communications resulting from your interactions with us or with Delivery Partners, such as email, mail, chat messages, comments and opinions you express when responding to surveys, as well as on our social media channels and information you provide to us related to any customer support requests.

Purpose. We use these communications to (i) communicate with you directly about the Services, including your orders, as well as answer any questions, issues, or concerns you or other users may have; (ii) analyze use of and improve the Platform and our Services; and (iii) detect and prevent fraud, abuse, or other harmful activities, conduct security investigations and risk assessments, and improve and enforce our security measures.

Disclosure. We do not sell communications content to third parties or share it with third parties for cross-context behavioral advertising. We also do not share this information with third parties for business or commercial purposes, though we may disclose it to our service providers, or for other lawful purposes, as described in greater detail in Section 1.9 below.

Retention. Zeepup retains communications content for as long as you have an account with Zeepup, and for such additional period as Zeepup determines is necessary to comply with its legal obligations and defend against legal claims.

1.9. Other Circumstances Under Which we Might Use or Disclose Your Data. In addition to the above, Zeepup may need to use or disclose your personal information for:

- (i) providing our Services, including by providing information to Merchants, delivery providers, payment processors, and other service providers that we rely on to process and fulfill orders or other service providers that help us keep the Platform and our Services running smoothly;
- (ii) completing your requests, including by providing information to other Zeepup users when you use our group order feature or to Merchants who you direct us to provide information to;
- (iii) enabling your participation in certain discounts or promotions, including by providing your information to Merchants as needed to facilitate your participation in the promotion;
- (iv) complying with legal and regulatory requirements and proceedings, including corporate reporting obligations, subpoenas, or law enforcement requests; and/or
- (v) enforcing our rights, including to (a) investigate, prevent, and/or mitigate violations of our Terms of Use, (b) detect, suppress, or prevent fraud or reduce credit risk and collect debts owed to us, (c) exercise or protect the rights, property, or personal safety of Zeepup, our visitors, or others, and/or (d) enforce our agreements with third parties and business partners.

In some cases when we disclose your information to third parties, those third parties will use and process your payment information in accordance with their own separate privacy policies and/or procedures.

We may also disclose your personal information to:

- (i) other companies owned or controlled by Zeepup, and other companies owned by or under common ownership as Zeepup, which also includes our subsidiaries (i.e., any organization we own or control) or our ultimate holding company (i.e., any organization that owns or controls us) and any subsidiaries it owns, for operational or business purposes or as otherwise described in this Privacy Policy; or
- (ii) a third party during negotiation of, in connection with, or as an asset in a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of all or a portion of company assets, or in the event of insolvency, bankruptcy, or receivership.

Aggregate and de-identified information. We may share aggregated information derived from our Services and the personal information we collect, that does not identify or refer to any particular individual. We may also share de-identified information, which is no longer reasonably linkable to an identifiable individual, with third parties who have committed not to attempt to re-identify such data.

Finally, we may use or disclose personal information for a specific purpose not contemplated by this Privacy Policy. In such an event, we will specifically disclose that use to you and, when necessary, obtain your consent.

2. Cookies and Tracking

We and our third-party service providers use cookies, pixels, java script, log files, and other mechanisms to automatically collect information browsing, activity, device, and similar information within our Services.

A cookie is an alphanumeric identifier sent by a web server and placed on your computer by your web browser. Zeepup uses cookies in connection with its Services, including to ensure you are directed to the correct version of our web site, for cybersecurity purposes, to provide you with customizations of your experience, to detect and remember your language and region preferences, and to track your activities on the Internet Services.

Cookies are often used in conjunction with other Internet technologies, such as pixel tags, also called web beacons or GIFs, to understand behavior on the Internet. Pixel tags are tiny graphics with a unique identifier, similar in function to cookies. While cookies are stored on your device, pixel tags are embedded invisibly within web pages and online content. For example, Zeepup uses cookies in conjunction with web beacons, to understand the number of unique users that have visited a specific page. Similarly, we may use or receive reporting from tracking scripts that recognize unique cookies issued by another website. These tracking scripts are not used to gather information on your use of the Internet unrelated to Zeepup, and they do not identify you unless you choose to provide personal information to Zeepup.

We use third party tools, such as Google Analytics, to evaluate usage of our Services and to help us improve performance and user experiences. These third-party tools may use cookies and other tracking technologies, such as pixel tags, to perform their services. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

You may reset your browser to refuse all cookies or to allow your browser to alert you when a cookie is set, however, certain parts of the services may function differently and not as well. Unless you have adjusted your browser setting so that it will refuse cookies, Zeepup will issue cookies when you logon to our App. For more information about how to manage your cookies preferences, you should use the “help” menu of your web browser or explore the customer support sections of your web browser. Please note that you need to configure each browser on each device that you use if you wish to opt-out or block some or all cookies.

3. Control Over Your Personal Information

You have certain choices regarding our processing of your personal information. They are set forth below.

3.2. Push Notifications and our Access to Your Device Information. You may control our access to your device information or opt out of push notifications through the “Settings” app on your device. For

instance, you can withdraw permission for the app to access your location data through your device settings, though we may continue to approximate your location based on your IP address or through other means.

3.3. Communications Preferences. You can stop receiving promotional email communications by clicking on the “unsubscribe link” provided in such communications. You may not opt out of service-related communications (e.g., Account verification, transactional communications, changes/updates to features of the services, technical and security notices). You may also unsubscribe from receiving certain order-related text (SMS) or multimedia (MMS) messages by replying "STOP" to the number sending the message. Please see our Terms of Use for more information on communications from or on behalf of Zeepup.

3.4 Cookie Preferences. You can review or change your preferences for non-essential, third-party cookies and tags on our website, other than those that are necessary to operation and functionality, by adjusting your cookie settings. These preferences are browser and devices specific. So, you will need to set your preferences for each browser and device you use, and if you subsequently delete or block cookies you may need to reapply these settings.

3.5 Privacy Settings. You can adjust how others may view your profile and account information and interact with you on the Services, by logging into your account and adjusting your settings.

3.6. Managing Your Data. If you live in certain states such as Connecticut, you have the right to request certain actions with respect to your data. Please see the section on “Region Specific Disclosures” for more information on your consumer rights as a Connecticut resident.

You may correct or update your account personal information, such as your name, email address, address, payment information, profile picture, banner picture, and phone number, in your account profile page.

If you choose to use any of these methods to manage your data, we will not penalize you, charge you different prices, or provide different quality of services, except to the extent you limit our ability to process personal information needed to provide our Services. For example, if you delete your data, we may no longer be able to provide you with our products and Services or engage with you in the same manner.

If you have any questions about your data, you may email us at customerservice@zeepup.com.

4. How We Protect Your Information

We care about the security of your information and employ physical, administrative, and technological safeguards designed to protect the personal information collected through our platform and Services from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. However, no security system is impenetrable, and we cannot guarantee the security of our systems. Please recognize that protecting your personal information is also your responsibility. Accordingly, we strongly recommend that you change your passwords often and not reuse passwords, use a combination of letters and numbers, make sure you use a secure browser, and otherwise take precautions when communicating your personal information on the internet. If you know or have reason to believe that your Account credentials have been lost, stolen, misappropriated, or otherwise compromised or in case

of any actual or suspected unauthorized use of your Account, please contact us following the instructions in the Contact Us section below.

5. Children's Personal Information

Our websites and online Services are not designed for children and we do not knowingly collect personal information from children. In the event that we learn that we have inadvertently collected personal information from a child under age 16, we will delete that information from our systems. If you're a parent or guardian and you believe we have collected your child's information in violation of applicable law, please contact us as set forth below in the "Contact Us" section.

6. Third-Party Websites

Our websites and online Services may include links to third-party websites, plug-ins, and applications. Except where we post, link to, or expressly adopt or refer to this Privacy Policy, this Privacy Policy does not apply to, and we are not responsible for, any personal information practices of third-party websites and online services or the practices of other third parties. To learn about the personal information practices of third parties, please visit their respective privacy notices.

7. Region Specific Disclosures

We may choose or be required by law to provide different or additional disclosures relating to the processing of personal information about residents of certain countries, regions or states. Please refer below for disclosures that may be applicable to you:

Rights of Connecticut Consumers.

Under the Connecticut Data Privacy Act ("CTDPA"), Connecticut consumers have the right to receive certain disclosures regarding a business' processing of "Personal Data," as defined under the CTDPA, as well as certain rights with respect to our processing of such Personal Data. To the extent that we collect Personal Data subject to applicable Connecticut law, the following applies.

Right to Access: To confirm whether or not we are processing your Personal Data and to access such Personal Data.

Right to Correction: To correct inaccuracies in your Personal Data, taking into account the nature of the Personal Data and the purposes of the processing of your Personal Data.

Right to Deletion: To delete the Personal Data provided to us by you.

Right to Data Portability: To obtain a copy of the Personal Data that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit your Personal Data to another controller without hindrance, where the processing is carried out by automated means.

Right to Opt-Out of Sale, Targeted Advertising, and Profiling: We do not disclose Personal Data to third parties in exchange for monetary compensation or other valuable considerations.

Connecticut residents may appeal the denial of a request made by emailing customerservice@zeepup.com, and we will respond within the legally required time period, including a written explanation of the results of your appeal.

8. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. When we make changes to this Privacy Policy, we will change the effective date at the beginning of this Privacy Policy. In addition to posting the updated

Privacy Policy and effective date, we may elect to provide additional notice to you of the updated Privacy Policy, such as by sending an email to you or providing a notice through the Platform and/or Services. All changes shall be effective from the date of publication unless otherwise provided. If you do not cancel your Account before the date the revised Privacy Policy becomes effective, your continued access to or use of the Platform and/or Services will be subject to the revised Privacy Policy.

9. Contact Us

If you have any questions or requests in connection with this Privacy Policy or other privacy-related matters, please send an email to info@zeepup.com.