**BYOOTIFY PROVIDER PRIVACY STATEMENT**

**Effective Date: February 14th 2016**

Byootify collects information about you when you use our mobile applications, websites, and other online products and services (collectively, the “Services”) and through other interactions and communications you have with us. For persons residing in the United States, the Services are provided by Byootify USA, LLC and its U.S. affiliates (herein after “Byootify” or “we”).

**SCOPE AND APPLICATION**

This U.S. Provider Privacy Statement (“Statement”) applies to Providers, Braiders, Stylists, Barbers, Salons, and any other persons that use the Byootify platform under license (collectively “Providers,” or individually “you”) and reside in the United States. This Statement does not apply to Providers who reside outside the United States. The Statement also does not apply to persons (e.g. customers/users) who use our app or Services to request on-demand beauty services (“Users”). If you interact with the Services as both a User and a Provider, the respective privacy statements apply to your different interactions.

**COLLECTION OF INFORMATION**

Byootify may collect personal data from you during the course of your application for, and use of, the Byootify Services, including location data, which information may be stored, processed, and/or accessed by Byootify, as well as its service providers, for business purposes, including for marketing, lead generation, service development and improvement, analytics, industry and market research, and such other purposes consistent with Byootify’s and its Affiliates’ legitimate business needs. By submitting information to Byootify during the application process and/or by using the Services, you consent to such collection and use of personal data.

**DISCLOSURE OF PROVIDER INFORMATION TO THIRD PARTIES**

Subject to all applicable laws, Byootify may provide to a third party any information (including personal data and any Byootify Data) about Providers provided hereunder if: (a) there is a complaint, dispute or conflict, including any incident, relating to a Provider; (b) it is necessary to enforce the terms of the Agreement; (c) it is required, in Byootify’s sole discretion, by applicable law, regulation, ordinance, license, or operating agreement; (d) it is necessary, in Byootify’s sole discretion, to protect the safety, rights, property, or security of Byootify, the Byootify Services, or any third party; to detect, prevent or otherwise address fraud, security or technical issues; and/or to prevent or stop activity which Byootify, in its sole discretion, considers to be, or to pose a risk of being, illegal, unethical, or legally actionable.

**LOCATION-BASED SERVICES CONSENT**

You hereby expressly consent to Byootify’s use of location-based services and expressly waive and release Byootify from any and all liability, claims, causes of action or damages arising from your use of the Byootify Services, or in any way relating to the use of the precise location and other location-based services.