

## Say.So Privacy Policy

**Last Updated: 4/2/2013**

SaySo, LLC ("**Say.So**") is committed to helping you make informed decisions about your privacy online. Please read the following Privacy Policy ("**Policy**") to understand how personal information is collected, used and disclosed by Say.So with respect to the use of our web browser plug-in software (the "**App**") and our websites ("**Sites**"). We reserve the right to change this Policy at any time. We will notify you when changes have been made to the Policy by indicating the date that it was last updated. We encourage you to review this Policy from time to time to make sure you understand how any personal information you provide will be used.

This Policy concerns only the privacy practices of Say.So. Please note that we are not responsible for the privacy practices of websites that are owned or operated by third parties. Our Sites and the App may contain links to other websites. Any personal information you provide on a linked site is provided directly to the third party operating the site, and is subject to that third party's privacy policy.

### **How is my personal information collected?**

Information about you that you provide directly to us: When you register to use the App, install or set up the App, or use the App, we may ask that you provide certain information, such as your contact information, demographic information, and other information through a registration form, questionnaire, or other form. Some examples of such information might include your name, address, email address, telephone number, zip code, gender, age, date of birth, race or ethnicity. We also collect information when you send us an email or otherwise communicate with us through the Sites or the App.

Survey response information: The App is provided by one or more third party promotional sponsors whose brand appears in the App (each, a "**Sponsor**"). From time to time, Say.So and/or the Sponsor may offer rewards programs, contests, sweepstakes and other promotional offers ("**Rewards Programs**"). A Rewards Program may provide the opportunity for you to provide information about your preferences, your opinions, your purchasing behavior, or other information in response to surveys. We or the Sponsor may notify you of surveys through e-mail, pop-ups, browser windows, and other means.

Internet usage information: Once you install the App, it monitors all of the Internet behavior that occurs in the browser in which you install the App. For example, the App may track websites visited, search terms typed into search engines, and social network behaviors such as "Likes" and "Tweets". Additionally, the App reviews the content of all web pages you visit and selects code from the browser to identify advertising being displayed and other content (such as text, images and videos) on such web pages. The App may also collect information regarding the cookies that exist on your computer. The App is designed to automatically filter and not collect potentially sensitive personal information and data such as UserIDs, passwords, credit card numbers, and account numbers. Inadvertently, however, the App may collect such sensitive information, and when we discover this has happened, we use reasonable efforts to permanently purge our database of such information.

Visiting the Sites: When you visit our Sites, some information is automatically collected. This information can include such things as your Internet Protocol (IP) address, browser type, domain names, access times and referring website addresses. We also collect information about your usage and activity on our Sites.

Cookies: We may also use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. We use cookies to help us improve our Sites and your experience, including to provide convenience and to save you time. For example, cookies are used to enable the App to recognize you and your account across different browser tabs and when you are using different browsers installed on your computer. Most Web browsers automatically accept cookies by default, but you can usually modify your browser setting to remove or reject cookies if you prefer. If you choose to remove or reject cookies, you may not be able to fully experience the interactive features of the Sites you visit.

Other sources: We may also obtain information from other sources and combine that with information we collect through the App or our Sites. For example, we may attempt to match email addresses in a third party database with your email address in our records, and pull data (like demographic information, purchase history, or other information) for each matched email address from that third party database add to our records of information related to you and your account with us.

We store and process personal information in the United States where our central database is operated. The data protection and other laws of other countries may differ from those of the United States. We may also store and process your personal information outside of the United States if we believe the data protection laws of such processing location affords similar if not more protections than those afforded in the United States for the processed data.

#### **How is my personal information used?**

Say.So collects personal information for the purposes described in this Policy and to assist in developing and improving products, services and marketing campaigns of Say.So, Sponsors and other third parties. For example, we may use personal information we collect:

- to conduct research about your purchasing patterns or opinions of products, services or marketing campaigns;
- to analyze web browsing behavior and activity;
- to obtain a better understanding of your household demographics;
- to evaluate or predict the effectiveness of marketing campaigns;
- to enable third parties to analyze how they can develop or improve products, services or marketing campaigns;
- to operate and improve the App and Sites and to customize your experience;
- to enable you to participate in rewards programs and redeem free rewards;
- to conduct contests and sweepstakes promotions in which you enter;
- to respond to your comments and questions and provide customer service;
- to provide and deliver the products and services you request;
- to send you confirmations, updates, security alerts and support and administrative messages;
- to inform you of upcoming events and other products or services available from us and our affiliates;
- to request feedback and otherwise contact you about your use of the App, Sites, or any Sponsor products and services;
- to notify you of important changes to our App or Sites; and
- for any other purpose for which the information was collected.

When you are using the App and are asked for personal information, you are sharing that information with Say.So alone, unless it is specifically stated otherwise. If data is being automatically collected and/or maintained by a Sponsor or any other third party, you will be notified prior to the time of the data collection or transfer. If you do not want your data to be shared, you can choose not to allow the transfer by not using that particular service.

#### **With whom does Say.So share my personal information?**

As a general rule, Say.So will not disclose any of your personal information with third parties except as described in this policy or elsewhere in the App or on the Sites. The following describes some of the ways that your information may be disclosed.

- We may share personal information when you give us your consent to do so.
- Many promotions offer opportunities to request additional information from sponsors. When you request more information, Say.So may provide certain limited personal information to the sponsor so they can fulfill your request.
- From time to time, you may be offered the opportunity to receive materials or special offers from third parties. If you opt-in to receive information from these third parties, Say.So may share your name and email address with them.
- Say.So may disclose aggregated user statistics (for example, 45% of our users are female) in order to describe our services to prospective partners, advertisers, and other third parties, and for other lawful purposes.
- Say.So may disclose personal information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating an agreement with Say.So or may be causing injury to or interference with (either intentionally or unintentionally) Say.So's rights or property, other Say.So users, or anyone else that could be harmed by such activities. Say.So may also disclose personal information in an emergency situation to protect our personal safety and the personal safety of our site users, employees, agents or the public.
- Say.So may disclose personal information to comply with laws or respond to lawful requests or legal processes.
- Say.So may disclose personal information for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services.
- We may share personal information with Sponsors and other third parties for the purposes described in this Policy, such as to enable them to improve their own products and services or to provide and deliver the products and services you request.
- We may provide our clients with personal information allowing them to verify the context and location in which their content was displayed on individual web pages.
- Say.So may disclose personal information in connection with, or during negotiations of, any merger, sale of our company assets, financing or acquisition, or in any other situation involving the transfer of all or part of our business assets.

We may also share aggregated or anonymized information that does not directly identify you.

#### **What are my choices regarding collection, use, and distribution of my information?**

You may stop the collection of personal information through the App by disabling and uninstalling the App from your browser(s). You may "opt out" of receiving marketing or promotional emails from us by following the instructions in those emails. If you opt out of receiving promotional emails, we may still send you non-promotional emails, such as emails about your accounts.

#### **What is Say.So's policy on allowing me to update, correct, or delete my personally identifiable**

**information?**

To update, correct or delete your personally identifiable information in our records, please contact [support@say.so](mailto:support@say.so) with your request. Information that is not personally identifiable to you (for example, information in aggregated or anonymous form) may not be changed or deleted.

**What security precautions are in place to protect my personal information?**

Say.So takes reasonable steps to help protect your personal information in an effort to prevent loss, misuse, unauthorized access, disclosure, alteration and destruction.

**Additional information**

Questions regarding this Policy should be directed to [support@say.so](mailto:support@say.so).