

## SaySo Privacy Policy

SaySo LLC ("SaySo") is committed to safeguarding your privacy online. Please read the following policy to understand how your personal information will be treated as you make full use of our application (the "App") and services.

SaySo adheres to the principles set forth in the Safe Harbor framework as established by the U.S. Department of Commerce (<http://export.gov/safeharbor/>) regarding the collection, use, and retention of personally identifiable information provided to SaySo from the United States.

The protection of your privacy is one of our top priorities. While voluntary participation in our program will allow us to send you periodic surveys and track information about your online activities, the personally identifiable information you provide to us will NOT be used by us, or anyone with whom we do business, to advertise or market products or services to you!

Please note: many companies restrict the installation of software onto work computers. Before you install this software onto a work computer, please check your company's software installation policy.

### What information is collected?

**Basic Demographic Information:** When you sign up for this program, we may obtain your contact information and some basic demographic information about you using a questionnaire, information from companies through which you obtained or inquired about this program, or the application that you install onto your computer and allow to track your Internet usage.

**Survey response information:** Once you agree to participate in this program, we may notify you of survey opportunities through e-mail, pop-ups, browser windows, and other means. If you elect to participate in a survey, we require that you provide complete and accurate information about yourself and your household.

**Internet usage information:** Once you install our application, it monitors all of the Internet behavior that occurs in the browser in which you install the application. Our application may also collect information regarding the cookies that exist on your computer. We may use the information that we monitor, such as name and address, for the purpose of better understanding your household demographics; however we make commercially viable efforts to automatically filter confidential personally identifiable information such as UserID, password, credit card numbers, and account numbers. Inadvertently, we may collect such information about our panelists; and when this happens, we make commercially viable efforts to purge our database of such information.

Our application will review the content of all web pages you visit and select code from the browser to identify advertising being exposed or other content. We may provide our clients with information allowing them to verify the context and location in which their content was displayed on individual web pages. In addition to information collected through our application, we may also collect data about your Internet use from third-parties, including search engines, email providers, social networks and other application service providers whose Internet sites you visit.

**Any Sensitive Information** (i.e. personal information specifying medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or information specifying the sex life of the individual) will be treated with additional care. If SaySo intends to disclose such information to a third party or use it for a different purpose than originally collected, then you will be expressly asked permission prior to any such disclosure.

If you do not wish to have your activity and browsing behaviors tracked, you may opt out by contacting our customer support team at [support@say.so](mailto:support@say.so), or by uninstalling the App.

If you contact SaySo, we may keep a record of that correspondence.

**How is information collected?**

This application monitors your Internet usage by transmitting to our servers information about your web behaviors and the actions that you take while online. Such communications could include the transmission of collected data as outlined in this privacy policy, or it could include incoming instructions for our software. For example, our servers need to tell our software about poll, survey or other opportunities, so that we can provide you with invitations where you can participate in exchange for sweepstake entries, cash, or other prizes.

In addition, we may ask for information about you using surveys, for which participation is completely voluntary.

Your information is stored 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. Your information may be processed outside of the United States, provided that 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.

**What is the policy regarding children?**

All persons installing this application must be at least 18 years old and must be the parent or legal guardian of any minor that may use a computer with this application installed. However, all household Internet behavior may be used by us in developing the statistical projections. This program complies with all applicable U.S. data gathering rules, including the Children's Online Privacy Protection Act (COPPA).

**Who is collecting information and for what purpose?**

SaySo collects valuable information, which assists in developing new products and services. When you are on a SaySo App and are asked for personal information, you are sharing that information with SaySo alone, unless it is specifically stated otherwise. If data is being collected and/or maintained by any company other than SaySo, 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 SaySo share my information?**

As a general rule, SaySo will not disclose any of your personally identifiable information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it or under the circumstances described below. The following describes some of the ways that your information may be disclosed.

Many promotions offer opportunities to request additional information from sponsors. By requesting more information, you give SaySo permission to transfer your personal information to the sponsor so they can fulfill your request. In many instances, only your email address will be shared. If more information will be shared with the sponsor, you will be notified prior to the transfer.

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, SaySo will (with your permission) share your name and email address with them.

Third Party Data & Data in the Aggregate: Under confidentiality agreements, SaySo may match user information with third party data. Also, SaySo discloses 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.

Other: SaySo may also disclose account 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 SaySo's Terms of Service or may be causing injury to or interference with (either intentionally or unintentionally) SaySo's rights or property, other SaySo users, or anyone else that could be harmed by such activities. SaySo may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services.

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

Only SaySo (or agents working on behalf of SaySo and under confidentiality agreements) will send you these direct mailings and only if you indicated that you do not object to these offers.

SaySo does not sell or rent user information to anyone. We will notify you at the time of data collection or transfer if your data will be shared with a third party and you will always have the option of not permitting the transfer. If you do not wish to allow your data to be shared, you can choose not to use a particular service.

**What is SaySo's policy on allowing me to update, correct, or delete my personally identifiable information?**

You may edit your SaySo Account Information and your public SaySo Profile at any time by using the Settings of the App.

Your SaySo account can be deleted or deactivated. Please contact [support@say.so](mailto:support@say.so) for further instructions about deleting or deactivating your SaySo account.

**What security precautions are in place to protect the loss, misuse, or alteration of my information?**

Whenever SaySo handles personal information as described above, regardless of where this occurs, SaySo takes steps to ensure that your information is treated securely and in accordance with the relevant Terms of Service and this Privacy Policy.

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, SaySo cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

**What else should I know about my privacy?**

Please keep in mind that whenever you voluntarily disclose personal information online - for example on message boards, through email, or in chat areas - that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information. Please be careful and responsible whenever you're online.

**Additional information**

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