

BELOCALFOCUSED PRIVACY POLICY

This privacy policy explains what information is collected when you use the Web sites, applications, content and services of BeLocalFocused.com and its affiliated properties ("BeLocalFocused"), why this information is collected, and how we use it to improve your experience.

Your BeLocalFocused Information

Generally

BeLocalFocused.com is provided by BeLocalFocused its licensors and affiliates ("we" or "us"). Your BeLocalFocused information consists of personally identifiable information collected or received about you when you make purchases from us, when you register with us, when you set up profiles to share with others, when you interact with other users on BeLocalFocused, or when you log in to BeLocalFocused as a registered user and interact with BeLocalFocused products and services. Your BeLocalFocused information may include (a) registration-related information (such as name, address, telephone and fax numbers, email address); (b) member profile about yourself that you can share with others; (c) a profile on your business or your profession that you desire to share with others, (d) transaction-related information (such as credit card or other preferred means of payment, or a history of products purchased through us); (e) information about your visits to BeLocalFocused or our other web sites, pages and services; (f) your responses to our offerings and advertisements; (g) information about the features or offerings you use from us; (h) your billing and shipping information; (i) customer service information; and (j) other information specifically related to your use of a particular BeLocalFocused feature or offering. Your information may be supplemented with additional information from other companies such as publicly available information and other information that we may append or match to your information.

Your Profile

When you register with us, sign up for an application or service, become a member of a company profile or make recommendations on the service, we use certain information we collect from you (your name, business, and location of your business) to set up a profile on your behalf to share with others, and which information will be available by search to help you promote your business or profession. After you register with BeLocalFocused, you may provide additional member information about yourself (member profile, company profile) and add company profile information about your business in the My Profile area on BeLocalFocused. Such member and company profiles could include, at your option, a description of your skills or products, experience, education and membership in organizations. Also in the My Profile area, you can control what information you want to share with others.

Contact Information

We may offer you services to send invitations via BeLocalFocused or email addresses if they are not BeLocalFocused users in order to connect with others on BeLocalFocused. The names and email addresses of people whom you invite will be used to send your invitations and reminders as well as to allow us to help expand your network. You understand and agree that when you send an invitation to connect to another user, that user will have access to your email address because it is displayed in the invitation. Your connections will also have access to your email address. You may not invite anyone you do not know and trust to connect with you.

You Consent to our Collection of Information

By providing information to us for the purposes of creating your BeLocalFocused account, interacting with BeLocalFocused's services and features, or adding any additional details to your profile, you understand and agree that we may process information about you and make information about you available to others. In addition, if you post any information about yourself on areas of BeLocalFocused that are publicly accessible, such as message boards or forums, you understand and agree that such information will be available to others.

Google, Inc. supplies the mapping services on BeLocalFocused. If you decide to use and interact with the mapping services, you agree that Google may collect information in accordance with its privacy policy located at <http://www.google.com/policies/privacy/>. When you use our website, we share information that we collect from you, such as your email (in hashed form), IP address or information about your browser or operating system, with our identity partners/service providers, returns an online identification code that we may store in our first-party cookie for our use in online and cross-channel advertising and it may be shared with advertising companies to enable interest-based and targeted advertising.

How BeLocalFocused Information Is Used

Your BeLocalFocused information is used to operate and improve the features, offerings and content presented to you by us; to personalize the content and advertisements provided to you; to fulfill your requests for products, programs, and services; to communicate with you and respond to your inquiries; to conduct research about your use of our products; to share information about you and your business; to communicate with other users and business contacts; and, to help offer you other products, programs, or services that may be of interest or relevance to you.

We may share Your BeLocalFocused information with our service providers, affiliates, partners, agents or other parties whose products or services we believe may be of interest to you or to fulfill a transaction requested by you. Since BeLocalFocused is design to help companies and business professionals network with others, BeLocalFocused is designed so that certain information about you and your business is available to others on BeLocalFocused and via search engines, including, your name, and location of your business, and to help you communicate with companies and business professionals. As we explain below, you can add, enhance, modify or delete what information is made available to others in the My Profile area of BeLocalFocused. We may use your BeLocalFocused information to present offers to you on behalf of

business partners and advertisers. We may use agents and contractors in order to help operate BeLocalFocused and provide BeLocalFocused services to you. Their use of information is limited to these purposes.

The contents of your online communications, as well as other information about you as a BeLocalFocused user, may be accessed and disclosed in response: to lawful governmental requests or legal process (for example, a court order, search warrant or subpoena), in other circumstances in which we have a good faith belief that a crime has been or is being committed by a user, that an emergency exists that poses a threat to the safety of you or another person, when necessary either to protect our property, or for us to render the service you have requested.

In the event that our ownership was to change as a result of a merger or acquisition by another company, your BeLocalFocused information may be transferred. We will provide you notice prior to any such transfer of your BeLocalFocused information.

Your Information Choices

On BeLocalFocused, you have the following choices:

- You may review, enhance, add, change or delete such information related to your business..
- You may remove all information about you and your business by cancelling your account. You can do this by requesting on our [Contact Us Page](#). We will use commercially reasonable efforts to block access to your information upon termination of your account; however, you understand and agree that certain information may be retained by us as part of our standard back up and archiving process.

Any e-mails that you receive that contain marketing promotions will provide an option to remove your name from future mailings; provided, however, you understand and agree that this exclusion does not apply to notices we provide you about your BeLocalFocused services.

Cookies, Advertising Networks

We and certain third party partners may place “cookies” on your Web browser when you visit our properties (including our websites and emails). Cookies are small pieces of information or text files that a website sends to your computer for record-keeping purposes, which information is stored in a file on your computer’s hard drive. Cookies make Web-surfing and browsing easier for you by saving your preferences so that we can use the saved information to facilitate and improve your use of BeLocalFocused. Please note that you will not be able to access and use all of BeLocalFocused’s features if you delete or refuse to accept cookies. For example, without cookies, you will not be able to set certain personalized preferences, and/or you may have difficulty completing transactions on BeLocalFocused. Also, we, and certain third party companies under agreement with us, may deploy and read cookies, pixel tags, web beacons or similar technologies to collect and assemble non-personal, demographic, behavioral and technical information about the use of BeLocalFocused from our users in order to group such users that share a common interest into general interest categories (collectively, “Audience Segment Cookies”). Such Audience Segment Cookies, which do not identify

you personally, may be placed when you access BeLocalFocused, share content from BeLocalFocused, when advertisements are presented on BeLocalFocused, and/or when you respond to advertisements or other offerings on BeLocalFocused.

We and these third party companies may use such non-personally identifiable information in combination with your visits to BeLocalFocused and other sites in order to present advertisements about goods and services likely to be of greater interest to you, to measure the effectiveness of BeLocalFocused and advertisements, and to help predict the characteristics and preferences of our audiences and the audiences of our third party companies. We may share certain information about you as a user that is not personally identified to you (such as user industry and position) with certain advertising network providers in order to help them deliver more relevant advertisements through their ad networks. The use of cookies by ad network providers is subject to their own privacy policies.

Common ID Cookie

This site uses cookies and similar tracking technologies such as the Common ID cookie to provide its services. Cookies are important devices for measuring advertising effectiveness and ensuring a robust online advertising industry. The Common ID cookie stores a unique user id in the first party domain and is accessible to our ad partners. This simple ID that can be utilized to improve user matching, especially for delivering ads to iOS and MacOS browsers.

Mobile Services

Our mobile applications may include location-based services. These services may include applications that can help you search and find businesses located near you. When you sign in and use our location-based services, we must periodically receive your location in order to provide our services to you. We may collect and process information about your actual location, like GPS signals sent by a mobile device. We may also use various technologies to determine location, such as sensor data from your device that may, for example, provide information on nearby Wi-Fi access points and cell towers. By using our location-based services, you authorize us to locate your device and to record, compile and display your location. We may also collect and store certain information about our users, such as, users' wireless mobile subscriber ISDN numbers and users' network access identifier information. We may use third party providers to help operate our services. Google, Inc. provides our location-based mapping services. By using the location-based mapping services, you agree that Google may collect information when you use the maps as described in its privacy policy located at <http://www.google.com/policies/privacy/>, which Google may update from time-to-time. You may discontinue any location-based service by going to the location services settings on your device and turn off GPS and other settings that can locate your device. Our applications may give you the ability to store your log-in credentials on a mobile device so that you can be logged-in automatically when you launch our services. You may deactivate the automatic feature by using the log-off feature on our applications. You understand that you are solely responsible if someone else obtains access to your mobile device if it is lost or stolen. You agree to notify your mobile carrier promptly to

prevent unauthorized access to your device and your BeLocalFocused profile. You may also notify us if you believe your profile has been compromised.

Security

We make available a secure page for entering sensitive information, protected by industry-standard SSL encryption technology. This technology encrypts your information prior to transmitting it over the Internet.

We maintain the confidential information you provide us in a secure database. We further require credentials such as a user identification (e.g., email address) and password to limit access to registered accounts. Please keep in mind that while we have established safeguards to help prevent unauthorized access to or misuse of your BeLocalFocused information, we cannot guarantee that your personally identifiable information will never be disclosed in a manner inconsistent with this Privacy Policy (for example, in the event of unauthorized acts by third parties that violate applicable law or our policies).

California Privacy Notice

If you are a California resident, the following provisions apply to our processing of information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household [subject to the California Consumer Privacy Act] ("California Personal Information"). For such residents, the provisions of this California Privacy Notice prevail over any conflicting provisions of the BeLocalFocused Privacy Policy.

BeLocalFocused has collected the following categories of California Personal Information within the last 12 months:

(A) Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.

(B) Personal information described in subdivision (e) of Section 1798.80 (California Customer Records statute). This means any information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, his or her name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.

(C) Characteristics of protected classifications under California or federal law.

(D) Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

(F) Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Web site, application, or advertisement.

(G) Geolocation data.

(H) Professional or employment-related information.

(I) Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, 34 C.F.R. Part 99).

(J) Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

Within the last 12 months, within the meaning of the California Consumer Privacy Act, we have sold California Personal Information identified in the above categories A-J.

Within the last 12 months, we have disclosed California Personal Information identified in the above categories (A)-(J) for our business purposes.

We obtain California Personal Information from a variety of sources. These sources include: yourself, with respect to both online and offline interactions you may have with us or our service providers; other entities with whom you transact; others with whom you maintain relationships who may deal with us on your behalf; the devices you use to access our websites, mobile applications, and online services; credit bureaus; identity verification and fraud prevention services; marketing and analytics providers; public databases; social media platforms; and others consistent with this Privacy Policy.

We use the California Personal Information we collect for the business purposes disclosed within this Privacy Policy. Please note that the business purposes for which we may use your information include:

- Audits and reporting relating to particular transactions and interactions, including online interactions, you may have with us or others on our behalf;
- Detecting and protecting against security incidents, and malicious, deceptive, fraudulent or illegal activity, and prosecuting the same;
- Debugging to identify and repair errors in our systems;
- Short-term, transient use including contextual customization of ads;
- Providing services on our behalf or on behalf of another, including maintaining or servicing accounts, providing customer service, fulfilling transactions, verifying identity information, processing payments, and other services;
- Conducting internal research to develop and demonstrate technology; and
- Conducting activity to verify, enhance, and maintain the quality or safety of services or devices which we may own, control, or provide.

- We may also use the information we collect for our own or our service providers' other operational purposes, purposes for which we provide you additional notice, or for purposes compatible with the context in which the California
- Personal Information was collected.
- As required or permitted under applicable law, please note that we may take steps to verify your identity before granting you access to information or acting on your request to exercise your rights. We may limit our response to your exercise of the above rights as permitted under applicable law.

California Right to Opt Out

If you are a California resident, you have the right to opt out of our sales of certain information relating to individuals and households subject to the California Consumer Privacy Act. To exercise this opt-out right, whether you have an account or not, please submit a request via: contact@belocalfocused.com. If you do not have an account, include your name and email address or mailing address.

Questions

If you have further questions or concerns that have not been addressed in this statement, please email your inquiries to contact@belocalfocused.com

Changes

We may update this Privacy Policy from time to time, and so you should review this Policy periodically. If there are significant changes to our information practices, you will be provided with appropriate online notice. You may be provided other privacy-related information in connection with your use of offerings from us as well as for special features and services not described in this Policy that may be introduced in the future.