

## **Lokahi Fishing Privacy Policy**

This Privacy Policy discloses the privacy practices for the Lokahi Fishing, LLC mobile application ("Application") and related services (together referred to as the "services"). Lokahi Fishing, LLC, the provider of the Application (referred to as "Lokahi Fishing," "we," or "us"), is committed to protecting your privacy online. Please read the information below to learn the following regarding your use of this Application.

You acknowledge that this Privacy Policy ("Policy") is part of our End User License Agreement ("EULA"), and by accessing or using our Application, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use this Application.

We reserve the right to change this Privacy Policy at any time. Such changes, modifications, additions or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited to, issuing an e-mail to the e-mail address listed by registered users and posting the revised Policy on the Application. You acknowledge and agree that it is your responsibility to maintain a valid e-mail address as a registered user, review the Application and this Policy periodically and to be aware of any modifications. Your continued use of the Application after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

### **Types of Information Collected**

In order to better provide you with our numerous services, we collect two types of information about our users: Personally Identifiable Information and Non-Personally Identifiable Information. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our Application.

**Children's Privacy** Lokahi Fishing does not knowingly collect or solicit information from anyone under the age of 13 or knowingly allow such persons to register for the services. The services and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at [info@LokahiFishing.com](mailto:info@LokahiFishing.com).

**Personally Identifiable Information:** This refers to information that lets us know the specifics of who you are. When you engage in certain activities on this Application, such as registering for a membership, claiming a deal, making in-app purchases, submitting content and/or posting content in discussion forums or other public areas, entering a contest or sweepstakes, filling out a survey, or sending us feedback, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to elect to engage in these activities; however, we may ask that you provide us personal information, such as your first and last name, mailing address (including zip

code), telephone number, e-mail address, username and password, and, if applicable, social media account login information. When making an in-app purchase, you may be asked to provide a credit card number or your Distribution Channel credentials to complete the transaction. In order to provide you with geographically-appropriate information, we may also collect location information obtained through the GPS capabilities of your mobile device, if such capabilities are enabled on your mobile device. Depending upon the activity, some of the information we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

**Non-Personally Identifiable Information:** This refers to information that does not by itself identify a specific individual. We may gather certain information about you based upon where you visit on our Application in several ways. This information is compiled and analyzed on both a personal and an aggregated basis.

#### Collection Methods and Use of Information

We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. You provide certain Personally Identifiable Information to us when you (a) register for our services and register your e-mail address with us; (b) enter sweepstakes or contests sponsored by us or one of our partners; (c) sign up for special offers from selected third parties; (d) send e-mail messages, submit forms or transmit other information by telephone or letter; or (e) submit your credit card or other payment information when making in-app purchases. We may also collect information from you at other points on our Application that state that such information is being collected.

In addition, we may also collect, or our third party ad server and/or content server may collect, certain Non-Personally Identifiable Information. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our servers, software, to administer our Application and to gather demographic information. Our third party ad servers will also provide us with summary, but not individual, reports that will tell us how many ads were presented and clicked upon on our Application.

We will primarily use your Personally Identifiable Information to provide our services to you, as required by our agreements with you. We will also use Personally Identifiable Information to enhance the operation of our Application, fill orders, improve our marketing and promotional efforts, statistically analyze Application use, improve our product and service offerings, and customize our Application's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices. We may also use Personally Identifiable Information to resolve disputes, troubleshoot problems, and enforce our agreements with you, including our EULA and this Privacy Policy.

#### Release of Information

We do not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our services through contractual arrangements with affiliates, services providers, partners, and other

third parties including governmental agencies who work to manage the local fisheries. Personal information will not be provided, however fish data and statistics can be used for managing the non-commercial fisheries. We and our service partners may use your Personally Identifiable Information to operate our Application and to deliver our services. For example, we must release your credit card information to the card-issuing bank to confirm payment for good or services purchased through this Application; release your address information to the delivery service to deliver products that you ordered; and provide order information to third parties that help us provide customer service.

We will encourage our service partners to adopt and post privacy policies. However, the use of your Personally Identifiable Information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to the appropriate governmental authorities. We will disclose Personally Identifiable Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

We may also provide Non-Personally Identifiable Information about our customers' sales, traffic patterns, and related information to third party advertisers, but these statistics do not include any Personally Identifiable Information.

#### Updating and Correcting Information

We believe you should have the ability to access and edit the Personally Identifiable Information that you have provided to us. You may change any of your Personally Identifiable Information in your account at any time by following instructions posted elsewhere on this Application. You may also access and correct your personal information and privacy preferences by e-mailing us at [info@Lokahifishing.com](mailto:info@Lokahifishing.com).

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on your account deleted or removed. While you may delete the Application and your account at any time, it may be impossible to completely delete your information without some residual information due to backups.

#### User Choices on Collection and Use of Information

We may, from time to time, send you e-mail regarding our products and services. In addition, if you indicated upon registration that you are interested in receiving offers or information from us and our partners, we may occasionally send you direct mail about products and services that we feel may be of interest to you. Only Lokahi Fishing, LLC (or agents working on behalf of Lokahi Fishing, LLC and under confidentiality agreements) will send you these direct mailings and only if you indicated that you do not object to these offers. If you do not want to receive such mailings, simply tell us when you give us your

personal information. Or, at any time you can easily edit your account information to no longer receive such offers and mailings.

### Security of Information

In our Application you can be assured that your Personally Identifiable Information is secure, consistent with current industry standards. The importance of security for all Personally Identifiable Information associated with our user is of utmost concern to us. Your Personally Identifiable Information is protected in several ways. Access by you to your Personally Identifiable Information is available through a password and unique customer ID selected by you. This password is encrypted. We recommend that you do not divulge your password to anyone. In addition, your Personally Identifiable Information resides on a secure server that only selected Lokahi Fishing, LLC personnel and contractors have access to via password. We encrypt your Personally Identifiable Information and thereby prevent unauthorized parties from viewing such information when it is transmitted to us.

Personal information that you provide that is not Personally Identifiable Information also resides on a secure server and is only accessible via password. Since this information is not accessible from outside Lokahi Fishing LLC, you will not be asked to select a password in order to view or modify such information.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this Application cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

### Privacy Policies of Third Party Sites

Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. Other sites accessible through our Application have their own privacy policies and data collection, use and disclosure practices. Please consult each site's privacy policy. We are not responsible for the policies or practices of third parties. Additionally, other companies which advertise in our Application may collect information about you when you view or click on their advertising through the use of cookies. We cannot control this collection of information. You should contact these advertisers directly if you have any questions about their use of the information that they collect.

### Miscellaneous Privacy Issues

You must be at least 13 years old to have our permission to use this Application. Our policy is that we do not knowingly collect, use or disclose Personally Identifiable Information about visitors that are under 13 years of age.

You should also be aware that when Personally Identifiable Information is voluntarily disclosed (i.e. your name, e-mail address, etc.) in the discussion forums or other public areas in this Application, that information, along with any information disclosed in your communication, can be collected and used by third parties and may result in unsolicited messages from third parties. Such activities are beyond our control and this Policy does not apply to such information. Any submissions to chat rooms or other public areas in this Application are accepted with the understanding that they are accessible to all third parties. If you do not want your comments to be viewed by third parties, you are advised not to make any submissions. Ultimately, you are solely responsible for maintaining the secrecy of your password and/or account information. Please be careful and responsible whenever you're online.

If you have any questions about this Privacy Policy, the practices of this Application, or your dealings with this Application, please contact us by e-mailing us at: [info@Lokahifishing.com](mailto:info@Lokahifishing.com).