

## **UBIR PRIVACY POLICY**

Effective Date: January 20, 2020

This is the Privacy Policy of United Business Integration Resources, LLC. (“We”, “Us”, “Our”, “UBIR Wifi”, “UBIR Survey”, “UBIR POS”, “UBIR Data”, “UBIR Print”, “UBIR PME”). We license to our client’s tools and services to manage enable many technical and reporting capabilities. This Privacy Policy covers UBIR’s handling of information we receive in connection with our relationship with our clients.

### **Privacy Practices for Information We Receive in Connection with Our Relationship with Our Clients**

Information we receive in connection with our relationship with our clients, such as the email addresses and other information that their customers (“End Users”) supply when signing up for or utilizing any of Our products or services or visiting our clients’ websites.

#### **Information Collected**

In an expanding number of cities, we provide our clients (restaurants, stores and other businesses) with products and services that collect a variety of information about their End Users. That information ranges from Name, Email, Phone, Address, Device MAC addresses, last four digits of CC used in a purchase, IP Addresses, other personal and vehicle identifiers like license plates, loyalty ids and information, etc. Some services require acceptance of Terms of Use before being able to access desired Service. Continued access to some services may be contingent on following the agreed to terms of use.

End Users may opt out of some services like UBIR Wifi at any time, and End Users may also request that we delete their personal data at any time. Please see the sections below entitled, “Opt-Out and Privacy Rights” for more information. We also may record information about whether and when the End User registered for or utilizes one of our products and services. For example we may see when an End User connected to one of our clients UBIR Wifi services and has used the Internet, but UBIR Wifi does not review or record the actual Wi-Fi traffic (such as the content of emails sent through the Wi-Fi or the URLs of web pages visited).

#### **Cookies and Other Technologies:**

We and our third-party service providers may use cookies, clear GIFs, pixel tags, and other technologies that help us better understand user behavior, personalize preferences, perform research and analytics, and improve the products and services we provide. We or our third-party service providers also may use certain aspects of these technologies in emails to end users, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded. You can choose to accept or decline certain cookies. Most web browsers automatically accept cookies, but your browser may allow you to modify your browser settings to decline certain cookies if you prefer. If you disable cookies, you may be prevented from accessing or taking full advantage of the UBIR Service or our clients’ websites.

#### **Online Analytics:**

We may use third-party web analytics services, such as those of Google Analytics. These service providers use cookies and other technologies described in this Privacy Policy to help us analyze how users use our website or services or use our client’s websites or services. The information collected by the technology will be disclosed to or collected directly by these service providers. To prevent Google Analytics from using information for analytics, a user may install the Google Analytics Opt-Out Browser Add-on.

#### **Tailored Advertising:**

Third parties may also use cookies or other tracking technologies on your computer other device to collect information about your access to or use of either UBIR’s or our client’s website and/or services to

(i) inform, optimize, and serve marketing content based on your access to or use of a website or service and (ii) report how our marketing content impressions, other uses of marketing services, and interactions with these marketing impressions and marketing services are related to visits to our establishment(s), access to, or use of websites or the UBIR Service. We may also allow other third parties (e.g., ad networks and ad servers such as Google Analytics, DoubleClick and others) to serve tailored marketing to you through UBIR's or our clients' websites or Services, and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access any UBIR Service. We neither have access to, nor does this Policy govern, the use of cookies or other tracking technologies that may be placed on your computer, mobile phone, or other device by non-affiliated, third-party ad technology, ad servers, ad networks or any other non-affiliated third parties. Those parties that use these technologies may offer you a way to opt out of targeted advertising as described below. Cookies may be associated with de-identified data linked to or derived from data you voluntarily have submitted to us (e.g., your email address) that we may share with a service provider in hashed, non-human readable form.

#### Uses of Information

We use the information described above (sometimes in combination with other information we obtain) for the following purposes:

- To help clients administer offer their products and services through use of UBIR Services
- To help clients learn more about their current and prospective customers, and in accordance with local laws, to assist them (or others) in identifying trends, inferences, affinities or patterns among customers or prospective customers
- To help clients with communications and marketing (such as content recommendations and optimization, ad targeting, and other promotional activities)
- To facilitate surveys and other business processes
- To create aggregate or de-identified information
- For compliance with law, fraud prevention, risk mitigation, resolution of disputes, enforcement of legal terms, and similar purposes
- To otherwise analyze, improve and provide products and services
- For other purposes requested or authorized by our clients

#### **Additional Information about Privacy Practices**

##### Disclosures of Information

We disclose information as described below:

**To Our Clients.** When we collect information for or on behalf of a client, we may share certain information with that client to help our clients learn more about their current customers, and to assist them (or others) in identifying trends, inferences, affinities or patterns among customers (whether those customers are identified, de-identified or aggregated). We also share anonymized data (e.g. when coffee shops are the busiest) among our clients to assist them in communications and marketing activities (such as to provide content recommendations and optimization, ad targeting, and other promotional activities to you).

**Affiliates.** We may share information with our affiliates who provide services to us.

To Agents & Contractors. We may share information with third parties that help us operate our business and provide our services, such as contractors that provide us with technology, services, data or content (e.g., a hosting provider).

For Legal Reasons. We may share information when we believe that doing so is appropriate to comply with the law; enforce or apply our agreements; or protect the rights, property, or safety of UBIR Products and Services, our clients, our employees, or others. This may include exchanging information with other companies and organizations for fraud protection and credit risk reduction.

Changes in the Structure or Ownership of the Company or its Assets. We may transfer the information we hold in the event we sell or transfer all or a portion of our business or assets (such as in connection with a merger, acquisition, reorganization, dissolution or liquidation) or take steps in anticipation of such a transaction.

Direct Collection by Third Parties. In some cases, we may arrange for a third party to collect information directly from individuals, such as if we help a client install embedded content or tools on their website or app (or when we do this on our own website), such as embedded videos, embedded social network buttons or automated advertising technology. These third parties may collect information directly (for example, when they record a user's "Like" of something). Such providers' handling of the information is subject to their own privacy policies, terms and practices and is not covered by this Privacy Policy.

Aggregated or De-identified Information. We may share aggregated or de-identified data without restriction.

At the request of a client, we may also make additional disclosures of information we hold for that client.

Consent or Legal Permission. We may engage in additional sharing of information with the consent of the individual to whom it pertains or when otherwise permitted by law.

#### OUR LEGAL BASES FOR USE OF YOUR INFORMATION

Under applicable law, we are considered the "data controller" of the personal data we collect through our website. We are a data processor of (1) personal data of end users provided directly to us by our clients and (2) personal data we process in the course of operating our clients' websites or analyzing their email marketing campaigns. We are a data controller of all other personal data we obtain in the course of our relationship with our clients, including: (1) information you provide through your use of the UBIR Service, including automatically-collected information; and (2) point-of-sale data provided by you directly to us or through our business partners. This means that we are responsible for deciding how to collect, use and disclose this data, subject to applicable law. Our contact information appears at the end of this Privacy Policy.

The laws of some jurisdictions require data controllers to tell you about the legal ground that they rely on for using, sharing, or disclosing of your information. To the extent those laws apply, our legal grounds are as follows:

- **Contractual Commitments:** We may use, share, or disclose information to honor our contractual commitments to you. For example, to comply with our Terms of Use, which you accept by accessing or otherwise using the UBIR Services or our website.
- **With Your Consent:** Where required by law, and in some other cases, we use, share, or disclose information based on your consent. For example, when you registered and consented to use of UBIR Wifi, you consented to our use of your information for marketing purposes.
- **Legitimate Interests:** In many cases, we use, share, or disclose information on the ground that it furthers our legitimate business interests in ways that are not overridden by the interests or

fundamental rights and freedoms of the affected individuals, such as customer service, certain promotional activities, analyzing and improving our business, providing security for UBIR Products and Services, preventing fraud, and managing legal issues.

- Legal Compliance: We need to use, share, and disclose information in certain ways to comply with our legal obligations.

### Opt-out and Privacy Rights

To Opt-out of or request removal of Personally Identifiable information from an UBIR Product or Service please email [support@ubirteam.com](mailto:support@ubirteam.com). Ceasing use of the product or service in cases where any personally identifiable information is captured will prevent any further collection of applicable personally identifiable information. For example, when connecting to a client's UBIR Wifi Service a device Mac Address is captured at Wifi connection, simply discontinuing use of the UBIR Wifi Service and removing the applicable network from your available connections will prevent our further collection of your device's MAC address. Opting out of an UBIR Product or Service may prevent further use of the product or service. In most cases you will not be able to opt-out and continue use of a product or service. If you opted out of a product or service and then begin to re-use or continue use of a product or service, you are nullifying your Opt-out status. Opting out of use of an UBIR product or service is different from a request to remove all personally Identifiable information. In order to have that information removed, a specific request to remove all Personally Identifiable Information must be made to the Support email address. This is only applicable to UBIR related Products or Services. In situations where your Personally Identifiable Information was shared to our clients, affiliates, agents & contractors, or other vendors through your or our clients use of an UBIR product or service, you will have to request Opt-out and removal of personally identifiable information directly to those third parties.

### Your Legal Rights Under Local Law:

Your local laws may permit you to request that we:

- provide access to and/or a copy of certain information we hold about you;
- prevent the processing of your information for direct-marketing purposes; (including any direct marketing processing based on profiling)
- update information which is out of date or incorrect;
- delete certain information that we are holding about you;
- restrict the way that we process and disclose certain of your information;
- transfer your information to a third-party provider of services; and
- revoke your consent for the processing of your information.

Please note, however, that certain information may be exempt from such requests in some circumstances, which may include needing to continue processing your information for our legitimate interests or to comply with a legal obligation. We may request you provide us with information necessary to confirm your identity before responding to your request.

To exercise any of these rights, please contact us as described in the "Contacting Us" section below. We encourage you to contact us first, and we will do our very best to resolve your concern.

### How long we keep information

We generally retain information for so long as it may be relevant to the purposes above and in compliance with applicable law. To dispose of any personal data, we may anonymize it, delete it or take

other appropriate steps. Information may persist in copies made for backup and business continuity purposes for an additional period of time.

#### California Do-Not-Track Disclosure

We do not currently recognize or respond to browser-initiated Do-Not-Track signals, as the Internet industry is currently still working on Do-Not-Track standards, implementations and solutions.

#### Children's Privacy

If you believe that any child under 13 has provided us with any personal information, we ask that the parent or guardian of that child contact us to ensure that such information is deleted from our files. We also will honor similar requests from parents and guardians in jurisdictions where the age threshold provided by law is 16 or higher.

#### Updates to this Privacy Policy

We may modify this Privacy Policy from time to time as our business practices and legal requirements evolve. In the event this Privacy Policy is modified, we will provide notice of the change by posting the updated Privacy Policy to [www.ubirteam.com](http://www.ubirteam.com), and we will include the effective date of the update.

#### Contacting us

If you have any questions about this Privacy Policy or our privacy practices, please contact our Privacy Officer at [support@ubirteam.com](mailto:support@ubirteam.com).