

**LIVELEAP.COM**

**Privacy Policy**

**Version 1.1**

**EFFECTIVE IMMEDIATELY**

We at LiveLeap.com, (“LiveLeap.com,” “we,” “us,” or “our”) have established this privacy policy (this “Privacy Policy”) because we know that you care about how information you share with us is collected in the right manner, stored and utilized for your benefit. This ‘Privacy Policy’ relates to the information collection and use practices of LiveLeap.com in connection with our Platform and Services.

By visiting our website and/or using our Platform, you are agreeing to the terms of this Privacy Policy and the accompanying Terms of Service. You understand that this service is of our creation.

Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Service. When you provide us with any Personal Information (as defined below), you consent to LiveLeap.com collection, use, disclosure, and retention of your information in accordance with this Privacy Policy and as otherwise permitted by law.

**THE INFORMATION WE COLLECT**

**1. PERSONAL INFORMATION**

When you sign up to become a registered client user of our services you may be required to provide us with personal information about yourself, such as your name, address, phone number, and e-mail address (collectively, the “Personal Information”). We do not collect any ‘Personal Information’ from you when you use our website or Platform unless you provide us with the ‘Personal Information’ voluntarily (for example, by registering to use the Platform or joining our e-mail list).

**2. BILLING INFORMATION**

In order to receive benefits from the offered packages (referred in terms and conditions) through the Platform, you will be required to provide certain information in addition to the Personal Information noted above. Such information may include a debit card number, credit card number, billing address, and similar information (collectively, the "Billing Information").

### 3. GEOLOGICAL INFORMATION

In order to provide access to the Platform while you are using a mobile device, we automatically collect geolocational information from your mobile device, your wireless carrier, or certain third-party service providers ("Geolocational Information") only if you allow to do so from your smartphone. Collection of such Geolocational

Information occurs only when the Platform is running on your mobile device. You may control the collection of geolocational information through the user settings on your device. You may decline to allow us to collect such Geolocational Information. Since your Geolocational Information is subject to abuse by others, please be sure to manage your mobile device and privacy preferences on the Platform on an ongoing basis.

#### 4. OTHER INFORMATION

In addition to the Personal Information, the Billing Information, and the Geolocational Information, we may collect additional information (collectively, the “Other Information”). Such Other Information may include:

- **From You.** Additional information about yourself that you voluntarily provide to us, such as

your Facebook Data gender, birthdate, interests, etc.

- **From Your Activity.** Information that we automatically collect when you use the Platform, such as the device from which you access the Platform, your IP addresses, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, what

sections of the Platform you visit, and similar information concerning your use of the Platform.

- **From Cookies.** Information that we collect using “cookie” technology. Cookies are small packets of data that a website stores on your computer’s hard drive so that your computer will “remember” information about your visit. We use cookies to help us collect Other Information and to enhance your experience using the Platform. If you do not want the Platform to place a cookie on your hard drive, you may be able to turn that feature off on your computer or mobile device. Please consult your Internet browser’s documentation for information on how to do this. However, if you decide not to accept cookies from us, the Platform may not function properly. When

the Platform is made available to you through Facebook and/or other third-party sites, please be aware that these other sites maintain their own policies regarding cookies and the collection and use of information. You are responsible for reviewing those policies.

- **From Other Sources.** Information that we collect or receive from Facebook and/or other sites on which you have used the Platform in accordance with their terms of use and privacy policies and applicable law.
- **Third-Party Analytics.** We use third-party analytics services (such as Google Analytics) to evaluate your use of the Platform, compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the Platform and mobile and Internet usage. These third parties use cookies and other technologies to help analyze and provide us the data. By accessing and using the Platform, you consent to the processing of

data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. The information used by such analytics services is generally at the aggregate level. To the extent any such information is at the individual level or is used for secondary marketing purposes, Canadian users may opt-out of such collection or use by sending an e-mail to [support@liveleap.com](mailto:support@liveleap.com) or writing to us at:

**LiveLeap.com**

**5701 Lonetree Blvd**

**Ste 113 Rocklin, CA 95765**

For more information on Google Analytics, including how to opt out from certain data collection, please visit <https://www.google.com/analytics>. Please be advised that if you opt out of any service, you may not be able to use the full functionality of the Platform.

#### **THE INFORMATION COLLECTED THROUGH THIRD-PARTY ADVERTISING COMPANIES**

We share 'Other Information' ("Other Information" – Info not previously stated in terms) about your activity on the Platform with third parties for the purpose of tailoring, analyzing, managing, reporting, and optimizing advertising you see on the Platform and elsewhere. These third parties may use cookies, pixel tags (also called web beacons or clear gifs), and/or other technologies to collect such Other Information for such purposes. Pixel tags enable us, and these third-party advertisers, to recognize a browser's cookie when a browser visits the site on which the pixel tag is located in order to learn which advertisement brings a user to a given site. By using the Platform or the website, you consent to this collection.

#### **ACCESSING AND MODIFYING PERSONAL INFORMATION AND COMMUNICATION PREFERENCES**

If you have registered for the Platform, you may access, review, and make changes to your Personal Information, Billing Information, and certain Other Information by (i) e-mailing us at [support@liveleap.com](mailto:support@liveleap.com), (ii) calling us at 1-916-778-0284, or (iii) following the instructions found on the Platform. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of any LiveLeap.com marketing email. Registered Users cannot opt out of receiving transactional e-mails related to their account unless they end their services. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify

information in our subscription databases. In such case, we will provide you the reason why the modification or removal was not possible.

### **HOW WE USE AND SHARE INFORMATION**

We use the 'Personal Information' and the 'Other Information' to provide you access to and use of the Platform, solicit your feedback, inform you about our products and services and those of our third-party marketing partners, to administer our rewards, referral, and promotional programs, and to improve our service to you. We use the 'Billing Information' to process your plans, and we use the 'Geolocational Information' to recommend certain items along with the use of the Facebook Chat feature. Also, we may share 'Personal Information', 'Billing Information', 'Geolocational Information', and/or 'Other Information' as described below.

- o We may from time to time share 'Personal Information' and/or 'Other Information' with other companies who may provide you information about the products and services they offer. However, to the extent required by law, you will be given the opportunity to opt- out of such

sharing.

- o In an ongoing effort to better understand our users and our Platform, we might analyze the 'Other Information' and the Geolocational Information in aggregate form in order to operate, maintain, manage, and improve the Platform. This aggregate information does not identify you personally. We may share this aggregate data with our affiliates, agents, and business partners. We may also disclose aggregated user statistics in order to describe our products and services to current and

prospective business partners and to other third parties for other lawful purposes. Use of the app affirms that statistics will be collected.

- o We may employ other companies and individuals to perform functions on our behalf. Examples may include providing marketing assistance, plan fulfillment, billing, and customer service. These other companies will have access to the 'Personal Information', the 'Billing Information',

the Geolocational Information, and the 'Other Information' only as necessary to perform their functions and to the extent permitted by law.

- o As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the 'Personal Information', 'Billing Information', 'Geolocational Information', and Other Information may be

part of the transferred assets.

- o To the extent permitted by law, we may also disclose 'Personal Information', the 'Billing Information', the 'Geolocational Information', and the 'Other Information' when required by

law, court order, or other government or law enforcement authority or regulatory agency, or whenever we believe that disclosing such information is necessary or advisable, for example, to protect the rights, property, or safety of LiveLeap.com or others.

We will take reasonable measures to require that the party receiving any of your 'Personal Information' undertakes to: (i) retain and use such information only for the purposes set out in this 'Privacy Policy'; (ii) not disclose your Personal Information except with your consent, as permitted by law, or as permitted by this 'Privacy Policy; and (iii) generally protect the privacy of your 'Personal Information'.

### **HOW WE PROTECT YOUR INFORMATION**

We take commercially reasonable steps to protect the 'Personal Information', the 'Billing Information', the 'Geolocational Information', and the 'Other Information' from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that the information you supply will not be intercepted while being transmitted to and from us over the Internet. In particular, e-mail sent to or from the Platform may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

### **IMPORTANT NOTICE TO NON-U.S. RESIDENTS**

The Platform and our website are operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. We will take reasonable measures to require that the party receiving any of your 'Personal Information' undertakes to: (i) retain and use such information only for the purposes set out in this Privacy Policy; (ii) not disclose your Personal Information except with your consent, as permitted by law, or as permitted by this Privacy Policy; and (iii) generally protect the privacy of your Personal Information. By using the Platform or the Services and/or providing us with any information, you consent to this transfer.

## **CHILDREN**

We do not knowingly collect 'Personal Information' from children under the age of 13 through the Platform or website. If you are under 13, please do not give us any Personal Information. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our 'Privacy Policy' by instructing their children to never provide us 'Personal Information' without their permission. If you have reason to believe that a child under the age of 13 has provided 'Personal Information' to us, please contact us, and we will endeavor to delete that information from our databases.

## **CALIFORNIA RESIDENTS**

Under California Civil Code Section 1798.83, California residents who have an established business relationship with LiveLeap.com may choose to opt out of our sharing their 'Personal Information' with third parties for direct marketing purposes. If you are a California resident and (1) you wish to opt out; or (2) you wish to request certain information regarding our disclosure of your Personal Information to third parties for the direct marketing purposes, please send an e-mail to [support@liveleap.com](mailto:support@liveleap.com)

In addition, LiveLeap.com does not monitor, recognize, or honor any opt-out or do not track mechanisms, including general web browser "Do Not Track" settings and/or signals.

## **EXTERNAL WEBSITES, GOOGLE WALLET, AND APPLE PAY**

The Platform and/or our website may contain links to third-party websites. LiveLeap.com has no control over the privacy practices or the content of any of our business partners, advertisers, sponsors, or other websites to which we provide links. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites. Please be advised that your use of Google Wallet or Apple Pay is subject to the terms and conditions, including the privacy policies, of Google and Apple Pay, respectively.

## **CHANGES TO THIS PRIVACY POLICY**

This 'Privacy Policy' is effective as of the date stated at the top of this 'Privacy Policy'. We may change this 'Privacy Policy' from time to time, and will notify you of such changes (e.g., posting any changes on the Platform, e-mailing you, or prompting you via a popup). By accessing the website and/or the Platform after we notify you of such changes to this 'Privacy Policy', you are deemed to have accepted such changes. Please refer back to this 'Privacy Policy' on a regular basis.

## **REVISION: GDPR COMPLIANCE**

Effective date: May 25, 2018

Live Leap, LLC ("us", "we", or "our") operates the <http://liveleap.com> website and the Live Leap mobile application (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions.

### **Definitions**

#### **Service**

Service means the <http://liveleap.com> website and the Live Leap mobile application operated by Live Leap, LLC

#### **Personal Data**

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

#### **Usage Data**

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

#### **Cookies**

Cookies are small pieces of data stored on your device (computer or mobile device).

#### **Data Controller**

Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

#### **Data Processors (or Service Providers)**

Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

#### **Data Subject (or User)**

Data Subject is any living individual who is using our Service and is the subject of Personal Data.

### **Information Collection and Use**

We collect several different types of information for various purposes to provide and improve our Service to you.

## Types of Data Collected

### *Personal Data*

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

### *Usage Data*

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device ("Usage Data").

This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Service by or through a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

### *Tracking Cookies Data*

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.

- **Security Cookies.** We use Security Cookies for security purposes.

### Use of Data

Live Leap, LLC uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

### Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR)

If you are from the European Economic Area (EEA), Live Leap, LLC legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

Live Leap, LLC may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights
- To comply with the law

### Retention of Data

Live Leap, LLC will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Live Leap, LLC will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

### Transfer of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Live Leap, LLC will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

## **Disclosure of Data**

### **Business Transaction**

If Live Leap, LLC is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

### **Disclosure for Law Enforcement**

Under certain circumstances, Live Leap, LLC may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

### **Legal Requirements**

Live Leap, LLC may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Live Leap, LLC
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

### **Security of Data**

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

### **"Do Not Track" Signals**

We do not support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

### **Your Data Protection Rights Under General Data Protection Regulation (GDPR)**

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Live Leap, LLC aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

**The right to access, update or to delete the information we have on you.** Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

**The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.

**The right to object.** You have the right to object to our processing of your Personal Data.

**The right of restriction.** You have the right to request that we restrict the processing of your personal information.

**The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.

**The right to withdraw consent.** You also have the right to withdraw your consent at any time where Live Leap, LLC relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

### Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

#### Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic.

Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

## Behavioral Remarketing

Live Leap, LLC uses remarketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Service.

## Google AdWords

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on -

<https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

## Facebook

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page:

<https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook:

<https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA

<http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada

<http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe

<http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy:

<https://www.facebook.com/privacy/explanation>

## Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data,

please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us:

- By email: [support@liveleap.com](mailto:support@liveleap.com)

By phone number: 9167780284