

PRIVACY POLICY

1. Overview

Effective Date: 10/21/19.

This Privacy Policy describes how we collect, use, and disclose information about you in connection with your use of our services, including those offered through our websites, emails, mobile applications, and related services (collectively, the "Services"). The terms "we," "us," and "our," refer to Lit Apps, LLC. The terms "you" and "your" as used in this Privacy Policy refer to any person who accesses or uses the Services, whether in an individual capacity or on behalf of an entity

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. When you provide or make available information to or through the Services, you consent to the collection and processing of your information as described in this Privacy Policy. By using the Services, you accept the terms of this Privacy Policy and consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy.

IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS OF SERVICE, PLEASE DO NOT USE ANY OF THE SERVICES. Please note that this Privacy Policy does not apply to information collected through third-party websites or services that you may access through the Services, if any.

The Effective Date of this Privacy Policy is set forth at the top of this Policy. Whenever possible, we will provide you with advance written notice of our changes to this Privacy Policy. We will not make retroactive changes that reduce your privacy rights unless we are legally required to do so. Your continued use of the Services after the Effective Date constitutes your acceptance of the amended Privacy Policy. The amended Privacy Policy supersedes all previous versions.

2. Information we collect

We collect various kinds of information that you provide to us as well as information we obtain from your use of the Services. Some of the types of information that we collect are included below.

“Personal Information”—information associated with or used to identify or contact a specific person. Personal Information includes: (1) contact data (such as e-mail address, telephone number and employer); (2) demographic data (such as gender, date of birth and zip code); and (3) certain Usage Data (defined below).

We do not request certain Personal Information, such as information about personal health or finances, which is characterized as Sensitive and subject to stricter regulation than other personal information. Therefore, before providing it to us, we urge you to carefully consider whether to disclose your Sensitive Personal Information to us. If you

do provide Sensitive Personal Information to us, you consent to its use and disclosure for the purposes and in the manner described in this Privacy Policy.

“*Usage Data*”—information about an individual's use of the Services or online activity that, by itself, does not identify the individual, such as:

- (A) an installation identifier, which allows us to identify your device to ensure that no user votes on the same location twice within a short period of time;
- (B) technical information, including your browser type, service provider, IP address, operating system and webpages visited;
- (C) information about what you've searched for and looked at while using the Services;
- (D) metadata, which means information related to items you made available through the Services.

Generally, we do not consider Usage Data as Personal Information because Usage Data by itself usually does not identify an individual. However, Personal Information and Usage Data may be linked together. Different types of Usage Information also may be linked together and, once linked, may identify an individual person. Some Usage Data may be Personal Information under applicable law.

“*Location Data*” is a category of Personal Information collected about the location of a mobile device or computer, including:

- (A) the location of the mobile device or computer used to access the Services derived from GPS or WiFi use;
- (B) the IP address of the mobile device or computer or internet service used to access the Services,
- (C) other information made available by a user or others that indicates the current or prior location of the user.

3. How we collect information

Whether we collect certain types of information and how we process it depends on how you use and access the Services. Some information is collected automatically through use of cookies and similar data collection tools. We collect information about you in the following ways.

From You. We collect information from you when you use the Services. We collect Personal Information from you when you use one of the Services, contact us for help or information, or otherwise voluntarily provide your Personal Information.

From Our Business Partners and Service Providers. Third parties that assist us with our business operations also collect information (including Personal Information and Usage Data) about you through the Services and may share it with us.

We may combine the information we collect from you with information from other sources and use the combined information as described in this Privacy Policy.

Usage Data. We also automatically collect Usage Data when you interact with the Services.

From cookies and other data collection tools. We, along with the service providers that help us provide the Services, use small text files called “cookies”, which are small computer files sent to or accessed from your web browser or your computer's or tablet's hard drive that contain information about your computer, such as a user ID, user settings, browsing history and activities conducted while using the Services. Cookies are not themselves personally identifiable, but may be linked to Personal Information that you provide to us through your interaction with the Services. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the “lifetime” of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier.

Cookies help us improve the Services by tracking users' navigation habits, customizing users' experience with the Services, enabling us to analyze technical and navigational information about the Services; and helping to detect and prevent fraud.

We also use other cookies and other data collection tools (such as web beacons and server logs), which we collectively refer to as “data collection tools,” to help improve your experience with the Services.

The Services also may use data collection tools to collect information from the device used to access the Services, such as device type, operating system type, browser type, domain and other system settings, as well as the operating system used and the country and time zone in which the computer or device is located.

Web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org. Some web browsers (including some mobile web browsers) provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Services.

4. How We Use Your Information

We may use the information we collect for any of the following:

- (A) to provide the Services to you;

- (B) to operate, improve and personalize the products and services we offer, and to give each user a more consistent and personalized experience when interacting with us;
- (C) for customer service, security, to detect fraud or illegal activities, or for archival and backup purposes in connection with the provision of the Services;
- (D) to communicate with users;
- (E) to better understand how users access and use the Services, for the purposes of trying to improve the Services and to respond to user preferences, including language and location customization, personalized help and instructions, or other responses to users' usage of the Services;
- (F) to help us develop our new products and services and improve our existing products and services;
- (G) to provide users with advertising and direct marketing that is more relevant to you;
- (H) to enforce applicable policies or agreements between us and you; and
- (I) to assess the effectiveness of and improve advertising and other marketing and promotional activities on or in connection with the Services.

Please note that, in order to provide you with a better experience and to improve the Services, information collected through the Services may be used in an aggregated or individualized manner.

For example, personal information collected during use of one of the services may be used to suggest particular content that can be made available to the user on another of the Services or be used to try to present more relevant advertising in another of the Services.

5. Third party advertising and analytics – interest based ad disclosure

Advertising Partners and Interest Based Advertising: We allow advertising on our Services so we can continue to offer those Services for free. Our advertising partners may collect advertising identifiers to enable and optimize their advertising, to deliver tailored ads related to your interests (“Interest-Based Advertising”), and to improve and measure the effectiveness of ad campaigns. These identifiers are non-permanent, non-personal, device identifiers. Advertisers and third parties may also place and collect cookies and other anonymous identifiers. Third parties, such as Facebook and Google, may collect information about your online activities over time and across different web sites and services, and may use that information to provide advertisements on other websites about goods and services likely to be of interest to you.

Our Systems do not recognize browser “Do Not Track” signals, but several of the third-party companies described above enable you to opt out of targeted advertising or, otherwise, you may opt out of having certain Personal Information collected.

In addition, in Android operating systems, you may opt out of Interest Based Advertising. To do this, open the “Google Settings app” from your app drawer, tap on “Ads”, and select “Opt-out of Interest-based ads” ([//developer.android.com/google/play-services/id.html](https://developer.android.com/google/play-services/id.html)) . Please note that this will block your phone from receiving tailored ad recommendations across your device.

In iOS operating systems, you may opt out of Interest Based Advertising by clicking on “Settings”, select “Privacy”, then “Advertising” and toggle “Limit Ad Tracking” to “ON” (<https://support.apple.com/en-us/HT202074>)

The following is part of the list of our Advertising Partners and their Privacy Policies:

Google: <https://policies.google.com/privacy>

Facebook: <https://www.facebook.com/about/privacy>

Advertising partners may collect precise and approximate location information. As explained in Section 2, we collect precise or approximate location information. In addition, we allow advertising on our Services so we can continue to offer those Services for free. By using our Services, you consent that our advertising partners may collect precise or approximate location information from your mobile device and may use this information in order to provide you location and interest-based advertising. Your mobile device may allow you to opt out of the collection of Precise Location Data by us and by our advertising partners. Note, however that doing so may make the Service unusable or impair its functionality.

6. How We Share and Disclose Your Information

We may share and disclose information as described at the time information is collected or as follows:

- (A) ***When you consent.*** We may share Personal Information with third parties if you have given us your consent to do so. We will only share Sensitive Personal Information when you have given us your consent.
- (B) ***To perform services.*** We may disclose Personal Information to third parties in order to perform services requested or functions initiated by users, such. In addition, we may disclose Personal Information in order to identify a user in connection with communications sent through the Services.
- (C) ***With third party service providers performing services on our behalf.*** We share information, including Personal Information, with our service providers to perform the functions for which we engage them (such as hosting and data analyses). We may share information as needed to operate other related services.

However, we expect and require all third parties to provide privacy protections that are at least as strong as those described in this Privacy Policy.

- (D) ***For legal purposes.*** We also may share information that we collect from users, as needed, to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose Personal Information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share Personal Information as required to pursue available remedies or limit damages we may sustain.
- (E) ***In aggregated form.*** We may share Personal Information about you in an aggregated form—that is, in a statistical or summary form that does not include any personal identifiers—with third parties in order to discover and reveal trends about how users like you interact with our services.
- (F) ***During corporate changes.*** We may transfer information, including your Personal Information, in connection with a merger, sale, acquisition or other change of ownership or control by or of us or any affiliated company (in each case whether in whole or in part). When one of these events occurs, we will use reasonable efforts to notify users before your information is transferred or becomes subject to a different privacy policy.

7. **Information Storage and Security**

We retain information as long as it is necessary and relevant for our operations. We also retain Personal Information to comply with applicable law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, and other actions permitted by law. After it is no longer necessary for us to retain information, we dispose of it according to our data retention and deletion policies.

We employ industry-standard security measures designed to protect the security of all information submitted through the Services. However, the security of information transmitted through the internet can never be guaranteed. We are not responsible for any interception or interruption of any communications through the internet or for changes to or losses of data. Users of the Services are responsible for maintaining the security of any password, user ID or other form of authentication involved in obtaining access to password protected or secure areas of any of our digital services. In order to protect you and your data, we may suspend your use of any of the Services, without notice, pending an investigation, if any breach of security is suspected. Access to and use of password protected and/or secure areas of any of the Services are restricted to authorized users only. Unauthorized access to such areas is prohibited and may lead to criminal prosecution.

8. **Your Rights** It is important to us that you are able to access and review the Personal Information we have about you and make corrections to it or delete it, as necessary. If

you have any questions about how to access your Personal Information, please contact us at privacy@lit-apps.com.

9. Links to Third Party Services The Services may contain links to third-party websites and services (“Third Party Services”) with which we have no affiliation. A link to any Third Party Service does not mean that we endorse it or the quality or accuracy of information presented on it. If you decide to visit a Third Party Service, you are subject to its privacy policy and practices and not this Privacy Policy. We encourage you to carefully review the legal and privacy notices of all other digital services that you visit.

10. Disclaimer: Not Child-Directed

The Services are not intended for use by children. If you are under the age of majority in your place of residence, you may use the Services only with the consent of or under the supervision of your parent or legal guardian.

Consistent with the requirements of the Children's Online Privacy Protection Act (COPPA), if we learn that we have received any information directly from a child under age 13 without first receiving his or her parent's verified consent, we will use that information only to respond directly to that child (or his or her parent or legal guardian) to inform the child that he or she cannot use the Services and subsequently we will delete that information.