

Privacy Policy:

Last Modified: Feb. 19th, 2018

Waitz Inc. (“**Waitz**,” “**we**” or “**us**”) is committed to protecting your privacy. This Privacy Policy (“Policy”) explains how we collect, use, and share the personal information we collect from visitors to our website and mobile apps and customers of our service (collectively, our “Service”). For information about how we collect and use information collected from end users during the provision of our Service to our Customers, please see “Customer Data,” below. By accessing or using our Service, you signify that you have read, understood and agree to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

We collect personal information about you from various sources to provide our services to you, to analyze and improve our services, and to communicate with you. To help you understand how we use and share this information, this Privacy Policy describes our data privacy and confidentiality practices.

Capitalized terms that are not defined in this Privacy Policy have the meanings given them in the Waitz Terms of Service.

Information Collected About You:

We collect a variety of personal information about users of our products or Services. Personal information is information that can be directly associated with a specific person or entity, such as a name, address, telephone number, email address, or information about activities directly linked to that person.

Our definition of personal information does not include “aggregate” information. Aggregate information is data we collect about a group or category of services or customers from which individual customer identities have been removed. Aggregate data helps us understand trends and customer needs so that we can better consider new services or tailor existing services to customer desires. The aggregate data also might be purchased by or shared with a third party. Here are the types of personal and other information we collect. You should refer to the rest of this Policy to see how we use, disclose, and protect that information:

- Information You Give Us
 - We collect information you give us when you use a Waitz product or use our Services. For example, you may provide us an email address when requesting information.
- Automatically Collected Information
 - We automatically receive certain types of information when using our Services. Additionally, when you visit the Waitz website, our systems automatically collect your IP address and the type of browser you use.
- Information Collected by Third Parties for Interest-Based Advertising
 - We work with third parties to collect certain non-identifying information about your interests to provide targeted advertising and analytics services on our site or within our application, or across other sites and other applications. These entities may use technologies to collect information about your use of our mobile

applications, including device attributes such as: operating system, hardware version, device settings, IP address, time zone, device carrier, applications installed on the device, and device advertising identifiers. We may share and allow our third party partners to share this non-identifying information with other third parties that perform targeted advertising activities across other apps and websites.

- Collection and Use of Data Across Devices
 - Data collected from a particular device may be used on a different device that is linked to the device on which the data was originally collected. Any choice made by a User regarding our collection of data on one device will be reflected on the other device(s) linked to that device.

In a Business Agreement, our customer is a business or other entity purchasing service. In the course of that relationship you may provide us certain personal information.

How We Share Personal Information:

We may share your personal information in the instances described below.

- We may share your personal information with third-party service providers or business partners who help us deliver or improve our service, for example, providers who help us process payments, identify and send targeted advertising, send email or postal mail, provide back-office services, or measure site traffic. These providers will be given access to your personal information as is reasonably necessary to perform their function under reasonable confidentiality terms.
- We may aggregate, or strip information of personally identifying characteristics, and then share that aggregated or anonymized information with third-parties.
- We may share or disclose your personal information if we determine, in our sole discretion, that we are required to do so under applicable law or regulatory requirements, or if we reasonably believe disclosure is necessary to prevent harm or financial loss, or in connection with preventing fraud or illegal activity, and/or to enforce our Terms of Use.
- We may share your personal information with corporate subsidiaries we own or control.
- We reserve the right to transfer any information we collect in the event we sell or transfer all or a portion of our business or assets (including any shares in the company) or any portion or combination of our products, services, businesses and/or assets. Should such a transaction occur (whether a divestiture, merger, acquisition, bankruptcy, dissolution, reorganization, liquidation, or similar transaction or proceeding), we will use reasonable efforts to ensure that any transferred information is treated in a manner consistent with this Privacy Policy.

Customer Data:

Our Service provides a technology that is installed in third-party mobile applications (“apps”) belonging to our Customers, and which provides our Customers with real-time analytics and tools to create a better experience for their end users. When a Customer uses our Service, the Customer’s app may collect personal information from end users (“Customer Data”) that is shared with Waitz. This Customer Data is owned and controlled by our customers, and any Customer Data that we maintain or process we consider to be strictly confidential. We collect and process Customer Data solely on behalf of our customers, and in accordance with our

agreements with the customers. We do not use or disclose Customer Data except as authorized and required by our customers and provided for in our agreements with our customers.

In this Section, we describe the type of data that is collected through our Customers' apps and shared with Waitz. Apps that use Waitz may use only some of the features and information that Waitz can collect. Please note that this Privacy Policy applies only to the data collection and use practices of Waitz's website, and does not apply to Customer Data or to the data collection practices of our third party Customers that use our Service. It is always a good idea to carefully read the privacy policy of each mobile app you install and use on your mobile device to be sure you understand the app's data collection and use practices.

Data Collected through the Service. Through the course of providing our Service to our Customers, our Customers' apps will collect information from an end user's device any time the end user's app comes within range of an Waitz beacon (a small device that uses Bluetooth technology to identify Waitz enabled Customer apps and may be placed in retail stores or other Customer locations). Waitz relies on an app-specific identifier that is used to identify a unique app user. This identifier is associated only with the specific Customer app and is not tied to your mobile device. If you delete the Customer app from your device, this identifier will be deleted as well. Relying on this app-specific ID, we collect your location (latitude/longitude coordinates) and the time of day and your location when your device is near any of our beacons. We also collect device information, such as the device type, model and operating system version, and current IP address. We use this information to identify when you enter or leave the range of a particular beacon in a Customer's retail store or location where they have placed a Beacon in order to provide analytic tools to help our Customers better serve and understand their end users. We never collect personally identifying information such as a name, mobile phone number, email address, or other contact information from our Customer's end users. If you do not want the Waitz beacon to identify your mobile device, you can: (a) delete the Customer app or adjust the in-app settings of the Customer app if the app makes that option available, or (b) turn "off" your Bluetooth through your device's settings feature.

Your Choices Regarding Your Information:

- **Email Communications.** From time to time, we may send you emails regarding updates to our website, products or services, notices about our organization, or information about products/services we offer (or promotional offers from third-parties) that we think may be of interest to you. If you wish to unsubscribe from such emails, simply click the "unsubscribe link" provided at the bottom of the email communication. Note that you cannot unsubscribe from certain Service-related email communications (e.g., account verification, billing confirmation, technical or legal notices).
- **Modifying Account Information.** If you have an online account with us, you can modify your account information by contacting us at the email address provided below. Please note that Waitz does not own or control the Customer Data collected through the provision of Service to our Customers, and we cannot modify or delete Customer Data except at the request of our Customer, or as permitted by our Terms of Service
- **Online Advertising and Controlling Cookies.** We may permit third-party online advertising networks to collect information about your use of our website over time so that they may play or display ads that may be relevant to your interests on our Service as well as on other websites or apps. Typically, the information we share is provided

through cookies or similar tracking technologies. The only way to completely “opt out” of the collection of any information through cookies or other tracking technology is to actively manage the settings on your browser or mobile device. Please refer to your browser’s or mobile device’s technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. (To learn more about cookies, clear gifs/web beacons and related technologies, you may wish to visit <http://www.allaboutcookies.org> and/or the Network Advertising Initiative’s online resources, at <http://www.networkadvertising.org>). If you access our service on your mobile device, you may be able to control tracking technologies through settings.

Data Protection and Security:

- **Storage and transfer:** Your information may be stored and processed in the United States or any other country in which Waitz or its subsidiaries, affiliates or service providers maintain facilities. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which we or our parent, subsidiaries, affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.
- **Keeping information safe:** Waitz cares about the security of your information and uses commercially reasonable physical, technical and organizational measures designed to preserve the integrity and security of all information we collect and that we share with our service providers. However, no security system is impenetrable and we cannot guarantee the security of our systems 100%. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate the situation and to notify our Customers if the security, integrity or confidentiality of personal information has been compromised, in accordance with any applicable laws and regulations.
- **California customers:** Point Inside does not disclose customers’ personal information to third parties for the third parties’ direct marketing purposes, as governed by California Civil Code 1798.83.

Waitz’s obligations with respect Customer Data are defined in our agreements with our customers, including our Terms of Service, and are not included in this Privacy Policy. Each customer will remain responsible for the privacy and security of the Customer Data that it collects and processes and for compliance with applicable data protection laws that may apply to the collection, processing and disclosure of Customer Data.

Links to Third-Party Websites and Services:

For your convenience, our website and Service may provide links to third-party websites or services that are not governed by this Privacy Policy. To the extent that any linked third-party websites or services you visit are not owned or controlled by Waitz, we are not responsible for those websites’ or services’ content or information practices. We encourage you to review the privacy policies of any site or service before providing any personal information.

Children’s Privacy:

Waitz's website and services are intended for use strictly by adults. We do not knowingly solicit or collect personal information from children under the age of 13. If we learn that any personal information has been collected from a child under 13, we will delete the information as soon as possible. If you believe that we might have collected information from a child under 13, please contact us at info@waitzapp.com.

Changes to Privacy Policy:

We reserve the right to change this Privacy Policy from time to time in our sole discretion. We will post changes on this page and indicate the "last modified" date at the top of this page. Please check back often for any updates. Your continued use of our website or services after any change in this Privacy Policy will constitute your acceptance of such change.

Contact Us:

For additional inquiries about this Privacy Policy, please send us an email at info@waitzapp.com or contact us at:

Waitz Inc.
4631 Georgia St.
San Diego CA, 92116