

# PRIVACY POLICY

Last Modified 08/13/2020

At Waffle Labs, Inc., (“**Waffle**,” “**we**,” “**us**” or “**our**”) we take your privacy and the security of your information very seriously.

This Privacy Policy (“**Policy**”) covers Waffle’s owned and operated websites (“**Site**”, “**Sites**”), including <https://trywaffle.com>, the Waffle Mobile App (“**App**” and collectively with the Sites, the “**Waffle Products**”) and any services offered (the “**Services**”).

This Privacy Policy is incorporated into, and is part of, our Terms of Use which govern your access to the Waffle Products and your use of the Waffle Products and/or Services. Unless otherwise defined herein, capitalized terms shall have the meaning assigned to such terms in the Terms of Use.

If you have any questions regarding this Policy please contact us at [founders@waffle-labs.com](mailto:founders@waffle-labs.com).

The Policy describes the types of information we gather from people visiting the Waffle Products and/or using our Services and from individual users (“**you**” or “**users**”) interacting with the Waffle Products and Services and how we use, transfer, and secure such information. By accessing any Waffle Product or using any Services, you agree to be bound by this Policy. This Policy does not govern information we receive from third parties. If you do not agree to the terms of this Policy, please do not use the Waffle Products, or any of our Services. Each time you use any Waffle Product, or any Services, the current version of this Privacy Policy will apply. Accordingly, when you use any Waffle Product or Services, you should check the date of this Policy (which appears at the top) and review any changes since you last reviewed the Policy.

## 1. Types of Information We Collect

We may collect two types of information from users of the Waffle Products and Services: “**Personal Information**,” which is information that you provide that can be used to identify you (such as name, email address, account numbers, etc.), and “**Aggregate Information**,” which is information that cannot be used to identify you (such as frequency of visits to the Site, browser type, etc.)

### 1.1. Personal Information Collected

1.1.1. We collect Personal Information that you voluntarily provide to us when you use the Waffle Products and Services. For example, you may provide us with your email address, first name and last name, phone number, or other Personal Information.

1.1.2. If you choose to share information publicly through the Waffle Products or Services please understand that we cannot control the actions of third parties who could collect this information.

### 1.2. Collection of Personal Information by Third Parties

1.2.1. Some links on the Waffle Products may redirect you to third party websites and services that we do not operate. The privacy practices of these websites and services will be governed by their own policies. We make no representation or warranty as to the privacy policies of any third parties, including the providers of third party applications. If you are submitting information to any such third party through the Waffle Products or Services, you should review and understand that party’s applicable policies, including their privacy policy, before providing your information to the third party.

### 1.3. Aggregate Information Collected

1.3.1. Aggregate Information is information that does not identify you. Aggregate Information may be collected when you visit the Waffle Products or interact with our Services, independent of any information you voluntarily enter. Additionally, we may use one or more processes to de-identify information that contains Personal Information, such that only Aggregate Information remains. We may collect, use, store, and transfer Aggregate Information without restriction.

1.3.2. For example, when you visit the Waffle Products, some information is automatically collected. Such information could include your operating system, the site from which you linked to us (“**referring page**”), the name of the website you choose to visit immediately after ours (called the “**exit page**”), information about other websites you have recently visited, browser (software used to browse the internet) type and language, device identifier numbers, your site activity, and the time and date of your visit. Although we do our best to honor the privacy preferences of our visitors, we are not able to respond to Do Not Track signals from your browser at this time.

#### 1.4. Use of “Cookies”

1.4.1. Cookies are alphanumeric identifiers that we transfer to your computer’s hard drive through your web browser to help us identify you when you come to our Site. You have choices with respect to cookies. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies you may be unable to use those aspects of our Sites that require registration in order to participate. You can learn more about cookies and how they work at [www.allaboutcookies.org](http://www.allaboutcookies.org). You can always disable cookies through your browser settings. Doing so, however, may disable certain features on our Sites. You can opt-out from third party cookies that are used for advertising purposes on the NAI website at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

#### 1.5. Analytics

1.5.1. We may use third parties, such as Google Analytics or other analytics providers, to analyze traffic to the Waffle Products. Google Analytics does not create individual profiles for visitors and only collects aggregate data. To disable Google Analytics, please download the browser add-on for the deactivation of Google Analytics provided by Google at <http://tools.google.com/dlpage/gaoptout?hl=en>. To learn more about privacy and Google Analytics, please consult the Google Analytics overview provided by Google at <http://www.google.com/intl/en/analytics/privacyoverview.html>. You may find additional information about Google Analytics at <http://www.google.com/policies/privacy/partners/>. You have the option to opt out of Google’s use of cookies by changing your settings through Google Ad Settings via the Google advertising opt-out page at <http://www.google.com/policies/technologies/ads/>.

1.6. We may also use cookies, pixels, beacons, or other web tracking technologies to track the amount of time spent on the Waffle Products or social media and whether or not certain content, such as a video was viewed. We may work with a third party to collect and process this information for us, based on our instructions and in compliance with this Privacy Policy.

#### 1.7. Interest-Based Advertising

1.7.1. We may also participate in interest-based advertising using similar technology. This means that you may see advertising on our Sites tailored to how you browse or shop, or you may see advertising for Waffle and its properties on other websites based on your browsing behavior across websites. Some websites where we may advertise belong to ad networks that use your web browsing history to choose which ads to display on their network websites; these ads include advertising for Waffle and its Sites. Other websites where you see our ads, such as Facebook, may use interest preferences that you have chosen on those sites, as well as registration and other information about you, to choose which ads to display to you. Some internet browsers, websites such as Facebook and mobile devices offer opt-outs for interest-based advertising. Please refer to the website that you are visiting, your browser and/or your device settings for additional information

1.7.2. You can opt-out of receiving interest-based ads from third parties who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out pages on the NAI website (<http://www.networkadvertising.org/choices/>) and DAA website (<http://www.aboutads.info/choices/>).

## 2. Sharing of Personal Information with Third Parties

2.1. We may transfer Personal Information to third parties for the purpose of providing the Services. We may disclose Personal Information to our affiliates or third party service providers to provide you with the Services. For example, we may transfer your Personal Information to third party service providers to (i) assist with providing the Services; (ii) communicate with you about current or future offerings. These third party service providers are not authorized to retain, share, store or use the Personal Information for any purposes other than to provide the services they have been hired to provide.

2.2. We may also elect to transfer your Personal Information to third parties under special circumstances to: (i) to comply with a legal requirement, judicial proceeding, court order, or legal process served on Us; (ii) to investigate a possible crime, such as fraud or identity theft; (iii) in connection with the sale, purchase, merger, reorganization, liquidation or dissolution of Waffle; (iv) when we believe it is necessary to protect the rights, property, or safety of Waffle or other persons, or (v) as otherwise required or permitted by law, including any contractual obligations of Waffle.

### **3. Corrections/Information Removal/Opt-Out**

3.1. You can request that any Personal Information stored by us to be deleted at any time by contacting us at [founders@waffle-labs.com](mailto:founders@waffle-labs.com). We may require you to provide certain information to verify that it is you making the request. However, we will not delete information that we are required to retain in order to comply with applicable laws and regulations.

3.2. If you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each communication.

### **4. Children and Privacy**

4.1. We do not knowingly collect Personal Information from children in connection with the features of the Waffle Products or Services. If we become aware that an individual under the age of 13 has provided personally identifiable information through the Waffle Products or Services, we will immediately remove the individual's personally identifiable information from our files.

### **5. How Do We Protect Your Information**

5.1. We take the security of your Personal Information very seriously. We use reasonable administrative, physical, and technical safeguards to secure the Personal Information you share with us. Despite these safeguards and our additional efforts to secure your information, we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third-parties will not be able to defeat our security and improperly collect, access, steal, or modify your Personal Information.

5.2. Any email or other communication purporting to be from one of the Waffle Products asking you to provide sensitive information via email, should be treated as unauthorized and suspicious and should be reported to us immediately by emailing [founders@waffle-labs.com](mailto:founders@waffle-labs.com).

### **6. Will We Change This Privacy Policy?**

6.1. Each time you use the Waffle Products or Services the current version of the Policy will apply. When you use the Waffle Products, you should check the date of this Policy (which appears at the top of the Policy) and review any changes since the last version. Our business changes frequently and this Policy is subject to change from time to time. Unless stated otherwise, our current Policy applies to all information that we have about you. We will not materially change our policies and practices to make them less protective of your privacy without the consent of affected customers.

### **7. How Do You Contact Us?**

7.1. To contact us with your questions or comments regarding this Policy or the information collection and dissemination practices of the Waffle Products, please email us at [founders@waffle-labs.com](mailto:founders@waffle-labs.com).

### **8. Governing Law**

8.1. This Policy is governed by the laws of the State of New York, U.S.A. without giving effect to any principles of conflict of law.