

**Patchr, Inc. Privacy Policy**  
**Last Updated: June 6, 2018**

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- A. Privacy Statement**

Your privacy is valued and respected by Patchr, Inc. (“*Patchr*”, “*we*”, “*our*”, “*us*”). Therefore, Patchr, Inc. (“**Patchr**,” “**we**,” “**us**” or “**our**”) has adopted this Privacy Policy (this “**Privacy Policy**”) to inform you that it collects certain the types of information, including personal, personally identifiable (“*PII*”), and non-personal information, when you use our website (<https://patchr.io/>) (the “*Site*”) and any of the services we offer to customers through our proprietary web-based software platform and related technology (the “*Platform*”) accessible via the Site (collectively, the “*Service*”). This Privacy Policy reflects our belief that any uses of such information should be transparently disclosed. If you have any concerns or questions regarding this Privacy Policy, you should contact Patchr directly at [legal@patchr.io](mailto:legal@patchr.io).

**By accessing or using the Site or Service, you agree to be bound by this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use or access the Site or Service. Each time you access or use the Site or Service, the then-current version of the Privacy Policy will apply. Patchr may change, modify, amend, suspend, terminate, or replace this Privacy Policy from time to time, within its sole and absolute discretion. In the event of any such changes, modifications, amendments, suspensions, terminations, or replacements, the effective date of this Privacy Policy (noted above) will be updated. Your**

**continued use of the Site or Service thereafter will constitute your agreement to the terms included in such updated Privacy Policy.**

Further, you acknowledge that this Privacy Policy is a part of, and subject to all provisions of, our Terms of Use & Service located at <https://patchr.io/terms>, which is incorporated by reference herein, and by accessing or using the Site or Service, you agree to be bound by the Terms of Use & Service. If you do not agree to our Terms of Use & Service, do not access or use the Site or Service.

## **B. Information Collected by Patchr**

When you use the Site or Service, Patchr collects information that (i) you knowingly and voluntarily provide when you use the Site or Service including registration information, (ii) your browser or computer automatically share, or (ii) we obtain via cookies and other similar technologies. We may aggregate and/or anonymize all information that we collect from you, including PII. This may be done for the purpose of market research, marketing campaigns, and advertising.

### 1. Types of Information Collected.

a. PII. Patchr may collect (*e.g.*, through web forms or profile screens,) the following PII, including through your registration/account setup process. We primarily use this information to keep you informed of Patchr news and content available through the Site or Service and to provide the functionality necessary for Patchr's Service. You can choose not to provide us with certain PII, but then you may not be able to take full advantage of the Site or Service or any particular features we offer. The PII we may collect and use includes the following kinds information:

- First and last Name
- Email address
- Mailing address
- Phone number
- Age
- Payment information (including, without limitation, credit/debit card information)
- Any information you upload, post, or submit via the Platform, directly or via a third-party service
- Content you access while using the Site or Service

### 2. Non-PII

Patchr collects information that is sent to us automatically by your web browser. Patchr may use this information to generate aggregate statistics about visitors to the Site or Service. This information typically includes details about your:

- IP address

- Geolocation
- Browser type and plug-in details
- Search engine information
- Operating System
- Date and time of each visitor request
- Referring site and/or search engine
- Device type (*e.g.*, desktop, laptop, tablet, phone, etc.)
- Information stored in cookies, pixel tags, or web beacons

Patchr may use non-PII for various business purposes such as providing customer service, fraud prevention, market research, and improving the Site and Service. The information we receive depends on the settings on your browser. Please check your browser if you want to learn what information your browser sends or how to change your settings.

### 3. Information Collected by Cookies, Web Beacons and Other Technologies

Patchr may use cookies, web beacons, tracking pixels, and other technologies to help customize the Site or Service and improve your experience. Patchr may obtain information about you by installing "cookies" on your computer's hard drive. We use cookies to collect statistical information about the ways visitors use the Site or Service including which pages they visit, which links they use, and how long they stay on each page. Patchr may use cookies to create a database of your previous choices and preferences, saving you time and effort. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. If you limit or disable the use of cookies when you visit the Site or use the Service, you may be unable to use the full functionality of the Site or Service.

#### **C. Policy for Children**

Our site is not targeted to children. We do not knowingly solicit information from or market to children under the age of thirteen (13). If you become aware of any data we have collected from children under age thirteen (13), please contact us at [legal@patchr.io](mailto:legal@patchr.io).

#### **D. Third Party Advertising**

Patchr may target advertisements and third-party advertisements on and off the Site or Service using various ad networks. Our ad networks may include, without limitation, ad servers, ad agencies, ad exchanges, ad technology vendors, and research firms. We may target ads to users based on general profile information and based on a user's use of the Site or Service. We may use ad technology such as web beacons, pixels, anonymous ad network tags, and cookies to more efficiently serve ads to our users as well as to collect anonymized research for our advertisers.

#### **E. Patchr's Do Not Track Policy**

Patchr does not respond to web browser “do not track” signals. As such, your navigation of the Site may be tracked as part of the gathering of quantitative user information described above. If you arrive at the Site by way of a link from a third-party site that does respond to “do not track” requests, the recognition of any “do not track” request you have initiated will end as soon as you reach the Site.

#### **F. How Is Your PII Used?**

We may use PII we collect about you on its own or combine it with other information we have about you to:

- Create user accounts and/or profiles through registration;
- Offer the Service and provide other Patchr content related to your profile;
- Enable users to access and use the Site or Service, including uploading, downloading, sharing, and sending content;
- Send newsletters or other information about the Service;
- Perform internal operations, such as tracking and improving the effectiveness of our website, mobile experience, and marketing efforts;
- Personalize user experiences, such as remembering your settings and preferences for things like language, font size, etc.;
- Provide support;
- Resolve disputes between users and/or a user and Patchr as set forth in our Terms of Use & Service;
- Use the location of your mobile device to prevent fraud or deliver other location-based services that you may request;
- Advertise and market our products and Service – and those of our Business Partners –including to:
  - Present targeted advertising, send or provide you with advertisements, promotions and offers;
  - Analyze whether our advertisements, promotions, and offers are effective;
  - Help us determine whether you may be interested in new products or services;
- Conduct surveys;
- Conduct research; and
- Receive feedback
- Use in connection with other purposes about which we notify you.

We may also disclose your PII as otherwise set forth in this Privacy Policy, as permitted by law, or with your consent.

#### **G. Who Can Access the Information We Collect?**

Patchr may disclose your PII in the following instances:

**Agents.** We employ other companies and individuals to perform functions on our behalf. Examples of such functions include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing technical support, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. We share our users' PII with these agents as we deem necessary for such third parties to perform their functions.

**Employees.** Only authorized employees have access to your PII.

**Affiliates.** When you are asked for information while on the Site or Service, you are sharing that information with Patchr and our various affiliates, unless specifically stated otherwise. As a result of this sharing, you may receive communications from any of our affiliates.

**Advertisers.** Third-party advertisers and advertising platforms also may serve targeted advertisements as part of the Site or Service. For more information, please see Section C (Third Party Advertising). Please be aware that the information practices of third-party advertisers or platforms collecting data on the Site or Service are not covered by this Privacy Policy.

**Authorized Business Partners, Advertisers, Agents, and Promotional Offers.** We may enter into alliances, partnerships or other business arrangements with third parties to share PII for the purpose of providing you with information regarding products and services that we think may be of interest to you. We may also share your information with third party partners in order for them to better target products and services to their customers. If you do not want to receive such offers, please contact us using the procedure listed in Section M (Information Correction, Removal, and Opting-Out) below.

**To Comply with Legal Process, Protect Patchr, or Enforce our Rights.** We may release your PII when it is necessary to (i) conform to legal requirements or comply with legal process; (ii) enforce or apply our conditions of use and other agreements (iii) protect the rights, safety or property of Patchr, our affiliates, service providers, our users or the public, or (iv) prevent a crime or protect national security (including exchanging information with other companies and organizations for fraud protection and credit risk reduction).

**As Part of a Merger or Sale of Business.** We may disclose your PII in connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

## **H. Selling of Personal Information**

We will not sell your PII to third parties for their use without your consent.

## **I. Links to Third-Party Services**

Our Service may contain links to third party websites, applications and services not operated by us. These links are provided as a service and do not imply any endorsement by Patchr of the activities or content of these sites, applications or services nor any association with their operators. Patchr is not responsible for the privacy policies or practices of any third party including websites or services directly linked to the Site or Service. We encourage you to review the privacy policies of any third-party site that you link from the Site or Service.

## **J. Security, Storage, & Retention**

### 1. Security

We take reasonable technical and organizational precautions to protect the confidentiality, security and integrity of your PII. Although we use security measures to help protect your PII against loss, misuse or unauthorized disclosure, we cannot guarantee the security of information transmitted to us over the Internet. While we strive to use commercially acceptable means to protect your PII, there is no guarantee that information may not be accessed, disclosed, altered or destroyed.

### 2. Storage

The PII that you provide to us is generally stored on servers located in the United States. If you are located in another jurisdiction, you should be aware that once your PII is submitted through the Site or Service, it will be transferred to our servers in the United States and that the United States currently does not have uniform data protection laws in place.

### 3. Retention

We will retain your PII for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. If you wish to cancel your account, contact us at [legal@patchr.io](mailto:legal@patchr.io).

## **K. Changes to this Privacy Policy**

We reserve the right to update or modify this Privacy Policy from time to time. If we make any material changes to this Privacy Policy or the way we use, share or collect PII, we will notify you by revising the “Effective Date” at the top of this Privacy Policy, prominently posting an announcement of the changes on the Site or Service, or sending an email to the email address you most recently provided us (unless we do not have such an email address) prior to the new policy taking effect. Users are bound by any changes to the Privacy Policy when he or she uses the Site or Service after notice of such changes has been communicated. We encourage you to review this Privacy Policy regularly to ensure that you are familiar with Patchr’s current practices.

## **L. Information Correction, Removal, and Opting-Out**

1. Correction & Removal

If any of the information that we have about you is incorrect, or you wish to have information (including PII) removed from our records, please contact us at [legal@patchr.io](mailto:legal@patchr.io). We will respond to such inquiries within fifteen (15) business days.

2. Opting Out

Additionally, if you prefer not to receive messages including marketing information from us, please let us know by clicking on the unsubscribe link within any marketing message that you receive, or by sending a message to us at [legal@patchr.io](mailto:legal@patchr.io).

3. Your California Rights

**FOR RESIDENTS OF CALIFORNIA ONLY.** Section 1798.83 of the California Civil Code requires select businesses to disclose policies relating to the sharing of certain categories of your PII with third parties. If you reside in California and have provided your PII via the Site or Service, you may request information about our disclosures of certain categories of PII to third parties for direct marketing purposes. Such requests must be submitted to us at one of the following addresses: [legal@patchr.io](mailto:legal@patchr.io) or

Patchr, Inc.  
Attn: California Privacy Rights  
3005 S. Lamar Blvd. #103  
Austin, Texas 78704

Within thirty (30) days of receiving such a request, we will provide a list of the categories of PII disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of those third parties. This request may be made no more than once per calendar year. We reserve our right not to respond to requests submitted other than to the address specified in this Section.

**M. Privacy Inquiries**

If you have any questions or concerns about this Privacy Policy or our privacy practices please contact us as follows:

- By emailing the Privacy Department at [legal@patchr.io](mailto:legal@patchr.io).
- By mail post to: Privacy Department  
Patchr, Inc.  
3005 S. Lamar Blvd. #103  
Austin, Texas 78704

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