

## **Srvd, Inc. Privacy Policy**

The Srvd, Inc. (“Srvd”) Privacy Policy (the “Privacy Policy”) applies to all users of <http://srvdapp.com> and all other Srvd websites, apps, developer platforms and other products and services (each, a “Service,” and collectively the “Services”). Srvd’s Terms of Service (the “Terms of Service”) is incorporated herein by reference and is available at [http://srvdapp.com/s/terms\\_of\\_service.pdf](http://srvdapp.com/s/terms_of_service.pdf). All defined terms in the Privacy Policy shall have the same meaning as defined in the Terms of Service. Srvd adheres to the following policies with regard to Your privacy.

### **1. Definitions**

A. “NPI” is information that is not personally identifiable and that is obtained through Your use of the Services.

B. “PII” is non-public information that is personally identifiable and obtained in connection with providing a product or service to You. It may include information such as name and address that You provide to Srvd.

### **2. Information Collected**

When You use the Services, Srvd collects NPI such as Your browser type and IP address. Likewise, in order to offer You meaningful products and services and for other reasons, Srvd may collect PII about You from the following sources:

- Information You give Srvd on applications or other forms while using the Services; or
- Information You send Srvd via any medium, including, but not limited to email, telephone, and social media interaction; or
- If You use a mobile device platform to access the Services or communicate with Srvd, information transmitted from Your mobile device; or
- Information purchased from third parties.

### **Registration**

In order to use the Service, You must provide Srvd the following information to create an account: name, email address, company name and address, mobile phone number and credit card information. Srvd may give you the option to sign up for the Services using your Facebook account. Use of the Services is limited to Users (as defined in the Terms of Service) who are twenty-one (21) years of age or older and/or have legal capacity to form a binding contract

Srvd may request other information from You during or after the registration process that Srvd uses to provide better and more customized services to its customers. You acknowledge that this information is personal to You, and by creating an account on Srvd, You may allow others, including Srvd, to identify You and to allow Srvd to use Your information in accordance with the Terms of Service.

### **Customer Service**

Srvd collects information when You interact with Srvd’s customer service in order to accurately categorize and respond to customer inquiries and investigate breaches of Srvd’s Terms of Service.

### **Using Third Party Services and Visiting Third Party Sites**

Information You provide to third-party sites/websites through the Service are not within the control of Srvd and You provide such information at Your own risk. The terms and conditions of use and the privacy policies of those websites that You provide information to through the Service will govern their use of such information. Any information You share with third-party services through the Service will be collected by Srvd. Srvd will use such information in compliance with this Privacy Policy.

#### Use of Cookies

The Services may send a “Cookie” to Your computer. A Cookie is a small piece of data that is sent to Your browser from a web server and stored on Your computer's hard drive. A Cookie cannot read data off Your hard disk or read cookie files created by other sites. Cookies do not damage Your system. Cookies allow Srvd to recognize You as a user when You return to the Srvd website using the same computer and web browser. Srvd uses cookies to identify which areas of the Services You have used, so the next time You use the Services, those pages may be readily accessible. Srvd also may use this information to better personalize the content that You see while using the Services. Most browser software can be set to reject Cookies. However, if You reject Srvd's Cookies, certain functionality on the Services may not work correctly or at all. Srvd does not link NPI from Cookies to Your PII.

In the course of optimizing the Service, Srvd may allow authorized third parties to place or recognize a unique cookie on Your browser. Any information provided to third parties through cookies will not be personally identifiable, but may provide general segment information for the enhancement of Your user experience by providing more relevant advertising. Srvd does not store unencrypted PII in the cookies.

#### Web Beacons

Srvd also may use “Web Beacons,” pixels, anonymous ad network tags, and Cookies to collect NPI about Your use of the Services and the websites of selected sponsors and advertisers, to collect anonymized, aggregated auditing, research and reporting for advertisers, and to collect data related to Your use of special promotions or newsletters. The information collected by Web Beacons also allows Srvd to statistically monitor how many people open Srvd's emails and for what purposes these actions are being taken. Srvd's Web Beacons are not used to track Your activity outside of the Services or the websites of Srvd's sponsors. Srvd does not link NPI from Web Beacons to PII without Your permission. However, because Your web browser requests advertisements and web beacons directly from ad network servers, these networks can view, edit or set their own cookies, just as if You had requested a web page from their site. If You are a non-registered Visitor of the Services, the only information Srvd collects will be NPI through the use of cookies or web beacons.

#### Log files, IP Addresses and information about Your computer and mobile device

Due to the communications standards on the internet, when You visit the Services Srvd automatically receives the URL of the Services from which You came and the Services to which You are going when You leave Srvd's Services. Srvd also receives the internet protocol (“IP”) address of Your computer (or the proxy server You use to access the World Wide Web), Your computer operating system and type of web browser You are using, email patterns, Your mobile device (including Your UDID) and mobile operating system (if You are accessing the Services using a mobile device), as well as the name of Your ISP or Your mobile carrier. Srvd may also receive location data passed to it from third-party services or GPS-enabled devices that You have enabled. Also, as described above, Srvd receives information when You access third-party web pages through the Service. The link between Your IP address and Your PII is not shared with third parties without Your permission, except as described in Section 8. (“When Srvd May Disclose Your Information”), below.

### **3. Exemptions from Privacy Policy**

Srvd's Privacy Policy does not apply to any information You may send to Srvd by email or instant messaging programs (i.e. AOL, Yahoo, etc.), as email and instant messages are not recognized as secure communication forms. As such, Srvd requests that You do not send any information, which You consider private, to Srvd by email or instant message.

#### **4. Use of PII**

Srvd uses and/or intends to use Personal Information to:

- Operate and improve the Services;
- Provide You with the Services and other products and services that You may request or that You have expressed interest in;
- Facilitate subscription processing, reviews and analysis;
- Evaluate Your interest and needs in order to improve the Service and make available other offers, products or services;
- Evaluate the types of offers, products or services Srvd makes available to you and potential customers;
- Track use of the Services;
- Provide customer support;
- Communicate and provide additional information that may be of interest to you through email or other means, such as special offers, announcements, and marketing materials;
- Send You reminders, technical notices, updates, security alerts and support and administrative messages, service bulletins, or marketing;
- Provide advertisements to You through email messages; and
- Manage Srvd's everyday business needs such as Services administration, forum management, fulfillment, analytics, fraud prevention, enforcement of Srvd's corporate reporting obligations, Terms of Service or to comply with the law.

#### **5. Links/Postings to Other Sites**

The Services may contain links to other websites. Srvd is not responsible for the actions, practices, or content of such websites linked to or from the Services. You understand that such websites may have their own legal documents to which You must agree to prior to using and that Srvd has no control over these legal documents. As always, You understand that it is Your responsibility to verify Your legal use of a website as well as use of information from the website with the corresponding website owner

#### **6. Market Research**

Srvd may conduct online research surveys in order to gather feedback about the Services and opinions on important issues, through email invitations. When participating in a survey, Srvd may ask You to submit PII. This PII is used for research purposes, and is not used for sales solicitations. PII collected through market research will be used only by Srvd and will not be given or sold to a third party without Your consent or as otherwise permitted by this Privacy Policy.

#### **7. Use of Aggregate Data**

Srvd may combine NPI You provide through the Services with information from other users to create aggregate data that may be disclosed to third parties. Aggregate information does not contain any information that could be used to identify You and does not include Your personal contact information.

#### **8. When Srvd May Disclose Your Information**

Except as set forth below or as specifically agreed to by You, Srvd will not disclose any PII as gathered from You through the Services.

A. Srvd may share PII in limited fashion to Srvd's contractors and service providers that perform services on Srvd's behalf, including, but not limited to, operation of the Services technology, marketing services, and other related services. Unless You have opted-out (see Section 8.C. below) of such sharing, these contractors also may have access to Your email address to send newsletters or special promotions to You on Srvd's behalf or to send emails to You for purposes such as conducting market research on Srvd's behalf. Access to Your PII by such contractors and service providers is limited to the information reasonably necessary for the contractor to perform its limited function for Srvd. Srvd also contractually requires that such contractors and service providers: 1) protect the privacy of Your PII consistent with this Privacy Policy, and 2) not use or disclose Your PII for any purpose other than providing Srvd with products and services as required by law.

B. Srvd may share PII Srvd collects, as permitted by law, to companies such as credit reporting agencies, or servicing and processing companies, or when required or advised to do so in response to a valid legal requirement to release this information such as a state or federal law, regulation, search warrant, subpoena, or court order; or (2) in special cases, such as in response to a physical threat to You or others, to protect property, or defend or assert legal rights, to defend ourselves in litigation. In the event that Srvd is legally compelled to disclose Your PII to a third party, Srvd will attempt to notify You unless doing so would violate the law or court order.

C. If You prefer that Srvd does not share certain information with its contractors and service providers, as described above, You can direct Srvd not to share that information by contacting Srvd at [help@srvdapp.com](mailto:help@srvdapp.com). Please note that an opt-out with respect to information sharing will not apply to information sharing arrangements described in Sections 8. A or B.

Finally, Srvd may provide content and services to You through websites other than those contained in the Services. Srvd will not disclose Your PII to these 3rd party websites without Your consent, but You should be aware that any information You disclose on such sites is NOT subject to this Privacy Policy.

## **9. Security Policy & User ID/Password**

The Services utilize various information security measures such as internet firewalls, an intrusion detection system, encrypted data transmission, and operating procedures to protect Your personal data, accounts, passwords, etc. This information is kept completely separate and confidential, unless You have given someone-else Your user ID and password. As such, You should protect Your user ID and password and NOT share it with anyone. If You believe Your user ID and password have been compromised and You have trouble changing your user ID/password on the Services, please contact Srvd's technical support department at [help@srvdapp.com](mailto:help@srvdapp.com).

## **10. CAN-SPAM Compliance Notice**

Srvd and its affiliates fully comply with the federal CAN-SPAM Act. You can always opt out of receipt of further email correspondence from Srvd.

## **11. Transfer of Ownership**

If the entire or substantial ownership of the Services were to change, Your user information may be transferred to the new owner so the Services can continue operations. In any such transfer of information, Your user information would remain subject to the promises of Srvd's then current Privacy Policy.

## **12. Notice to Residents of Countries outside of the United States of America**

Srvd is headquartered in the United States of America. Personal Information may be accessed by Srvd or transferred to Srvd in the United States or to Srvd's affiliates, business partners, merchants, or service providers elsewhere in the world. By providing Srvd with PII, You consent to this transfer. Srvd will protect the privacy and security of PII according to Srvd's Privacy Policy, regardless of where it is processed or stored.

### **13. California Privacy Rights**

Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of PII that companies with whom they have an established business relationship have shared with third parties for direct marketing purposes during the preceding calendar year. In particular, the law provides that companies must inform consumers about the categories of PII that have been shared with third parties, the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by Srvd pursuant to Section 1798.83 of the California Civil Code, please contact Srvd via email to [help@srvdapp.com](mailto:help@srvdapp.com).

### **14. Your Acceptance of This Privacy Policy**

This is Srvd's entire Privacy Policy and it supersedes any earlier version. You agree to it every time You use the Services.

If Srvd makes any material changes to this Privacy Policy, Srvd will notify You by email or by posting a prominent notice on the Services prior to the change becoming effective. Srvd encourages You to periodically review this page for the latest information on Srvd's privacy practices. Your continued use of the Services or Service constitutes Your agreement to be bound by such changes to this Policy. Your only remedy, if You do not accept the terms of this Policy, is to discontinue use of the Services.

### **Questions About This Privacy Policy**

Should You have a privacy question about the Services, please email Srvd's customer service department [help@srvdapp.com](mailto:help@srvdapp.com).